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HARDWARE AGE

Published Every Other Thursday

January 15, 1948

Editorial Index Page 111
Advertising Index Pages 300-301

3 MORE BIG NAMES GO TO BAT-

FOR THE

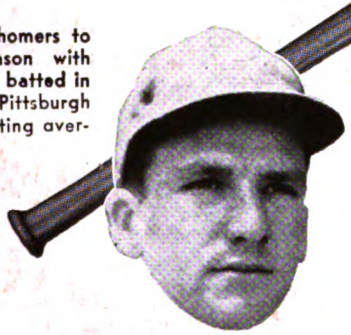
LOUISVILLE SLUGGER LINE FOR 1948



Heavy hitting Detroit Tiger batted in 90 runs with his 188 hits. Hit .320 for the season.

George Kell

MEMBER ATHLETIC INSTITUTE KeepFit THROUGH ATHLETICS AND RECREATION



Slugged out 51 homers to tie for the season with Johnny Mize, and batted in 124 runs for the Pittsburgh Pirates. 1947 Batting average .303.

Ralph Kiner



Harry Walker

.362 for the Phillies to top batting average both leagues.

Lou Boudreau Joe Cronin Joe DiM
Dominic DiMaggio Bob Doerr Lou Geh
Jimmie Foxx Chas Gehringer Joe L. Gordon
"Hank" Greenberg Tommy Holmes Johnny Hopp
Rogers Hornsby Charlie Keller Johnny Mize
Stan Musial Melvin Ott Johnny Pes
"Babe" Ruth Dixie Walker Enos Slaughte
Mickey Vern
Ted Will

LOUISVILLE SLUGGER
HILLERICH & BRADSBY CO
LOUISVILLE, KY.

One or more of the top ranking hitters of each season are added to the H&B line of Louisville Slugger Bats the following year. The 1948 line will include the three smash hitters pictured here, as well as the regular line-up of famous players bats which carry the signatures shown above.

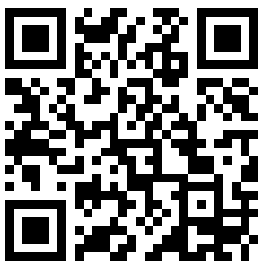
Also makers of Louisville Slugger Softball bats . . . Louisville Grand Slam golf clubs

HILLERICH & BRADSBY CO., INC

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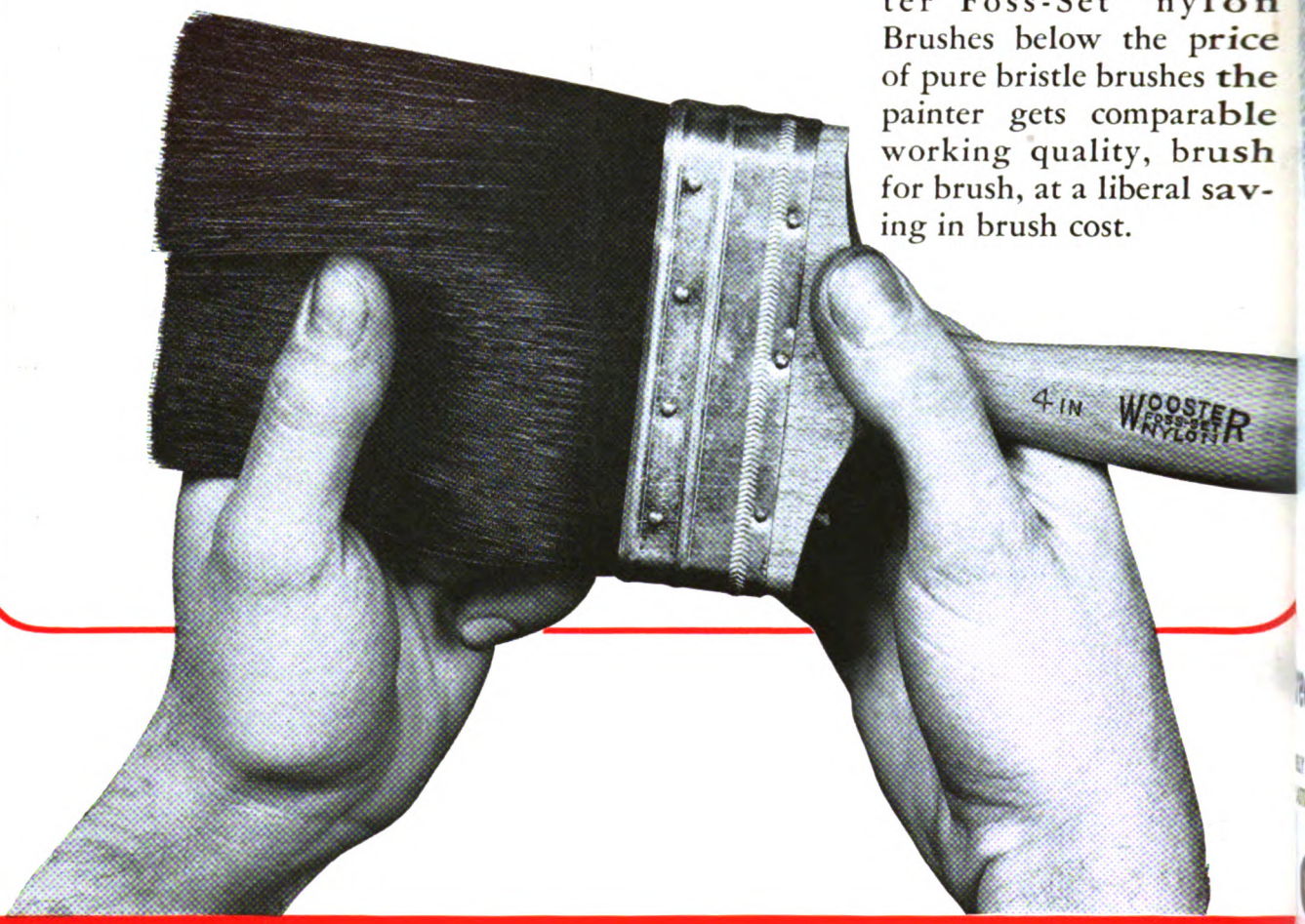
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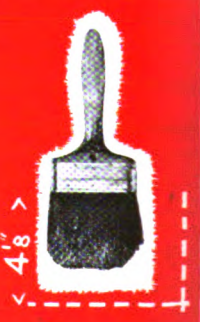
WOOSTER FOSS-SET •nylons
BETTER ALL WAYS, AND ALWAYS

With the price of Wooster Foss-Set •nylon Brushes below the price of pure bristle brushes the painter gets comparable working quality, brush for brush, at a liberal saving in brush cost.



- Outwears pure bristle 3 to 5 times.
- You get this plus mileage at lower first cost.
- They become better the longer you use them.

A Wooster Foss-Set •nylon Brush, used on all types of surfaces for over 5,000 hours (equivalent of more than 200,000 sq. ft.). Dotted line shows original length when new.



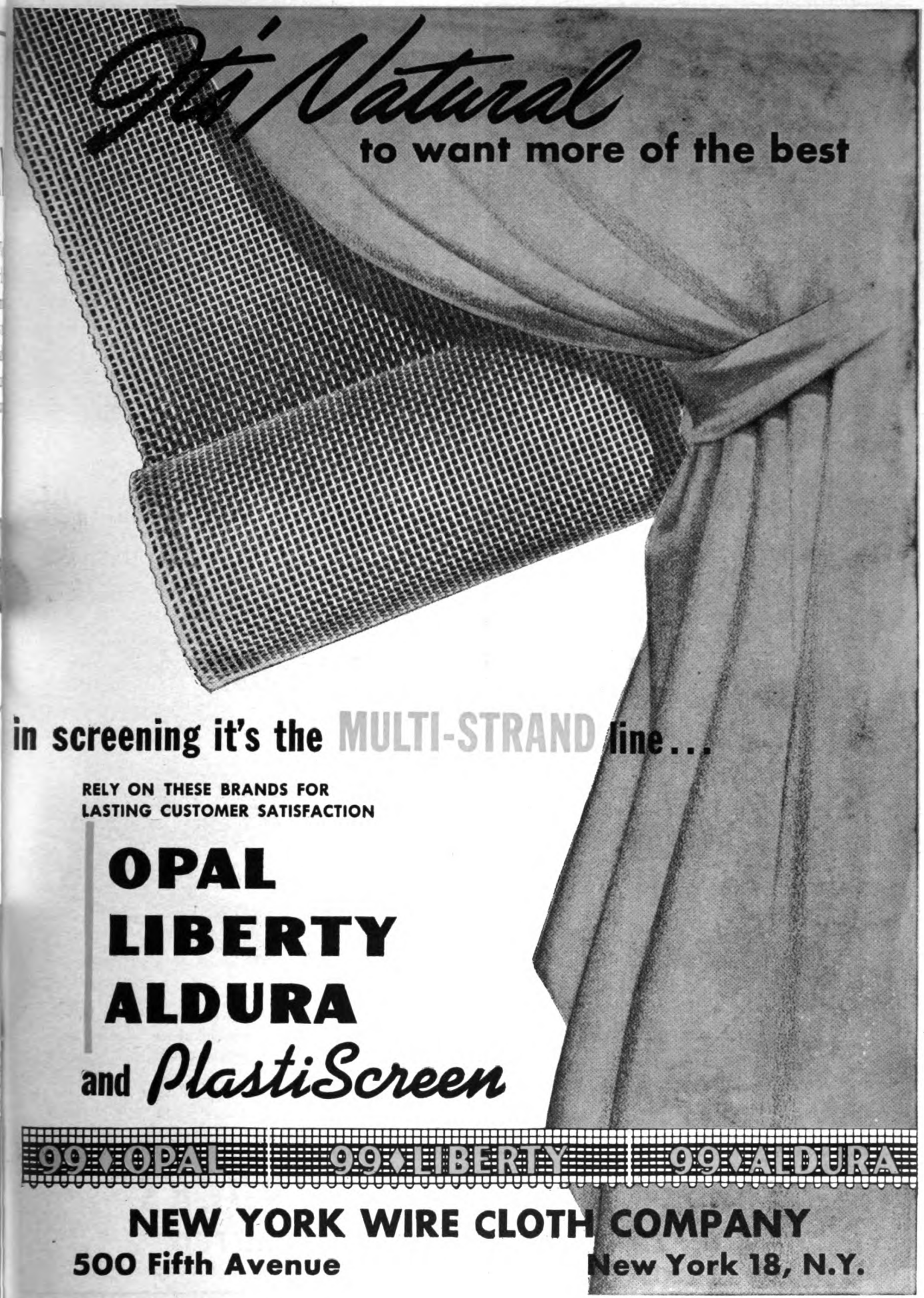
WOOSTER WOOSTER FOSS-SET NYLON BRUSHES

THE WOOSTER BRUSH CO. • WOOSTER, OHIO

BRUSH MANUFACTURERS SINCE 1851

IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH

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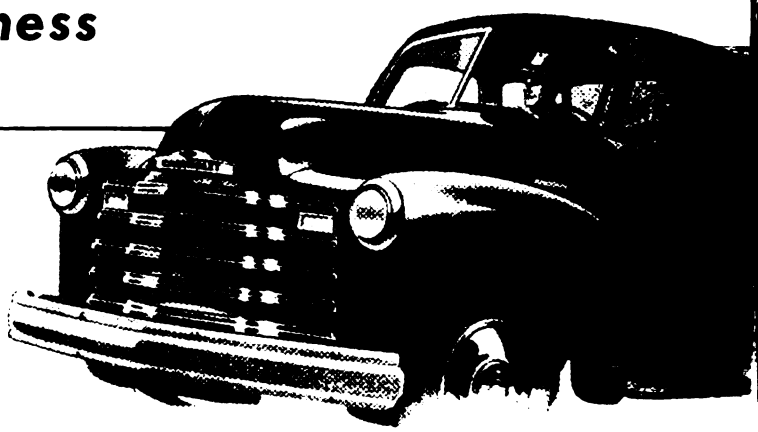


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Hardware Age, published every other Thursday by Chilton Co. (Inc.), Chestnut and 56th Sts., Philadelphia 39, Pa. Entered as second-class matter March 24, 1933, at the Post Office at Philadelphia under the Act of March 5, 1879 (Printed in U. S. A.) $1.00 per year. Single copies, 25¢ each. Vol. 161, No. 2.

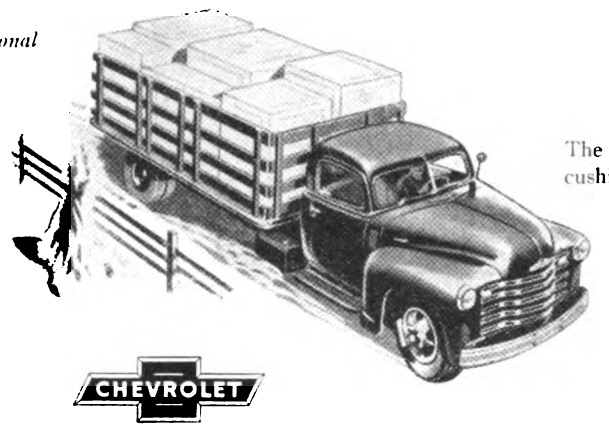
Count on ADVANCE-DESIGN TRUCKS

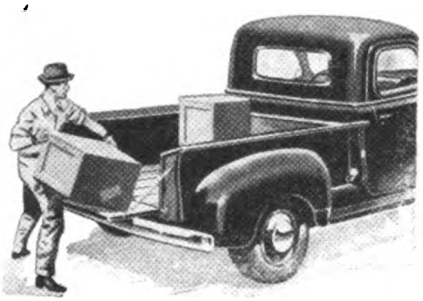
—to cut your costs . . .
—build your business



Chevrolet Advance-Design trucks cost you less—to buy . . . to run . . . to keep! Here is the only truck that provides the comfort of a cab that "breathes"* and other fine, new features that are better for you —and your business!

**Fresh-air heating and ventilating system optional at extra cost.*



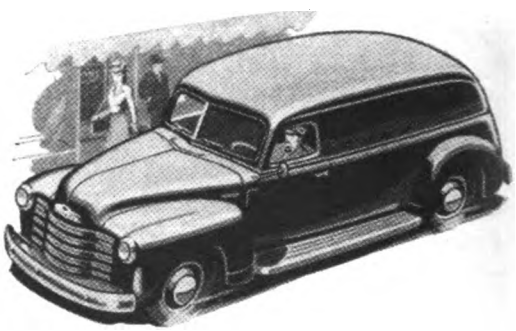


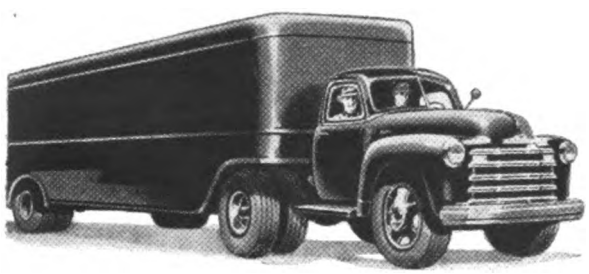
The cab is Flexi-Mounted, cushioned on rubber—with 12 inches more foot room—eight inches more seating space and fully adjustable seat! There's 22% greater visibility, too!

CHEVROLET

Here are stronger new frames, longer wheelbases. New, rear-corner windows, which provide even greater visibility. (Optional at extra cost.) Pick-ups and panels have increased load space.

Streamlined in body, cab, fenders and hood, they're bigger, better-looking with Advance-Design! Chevrolet truck brakes are specially designed for greater brake-lining contact.





Premium power! The Chevrolet Valve-in-Head Truck Engine is the world's most economical for its size. See these trucks today—at your Chevrolet dealer's.

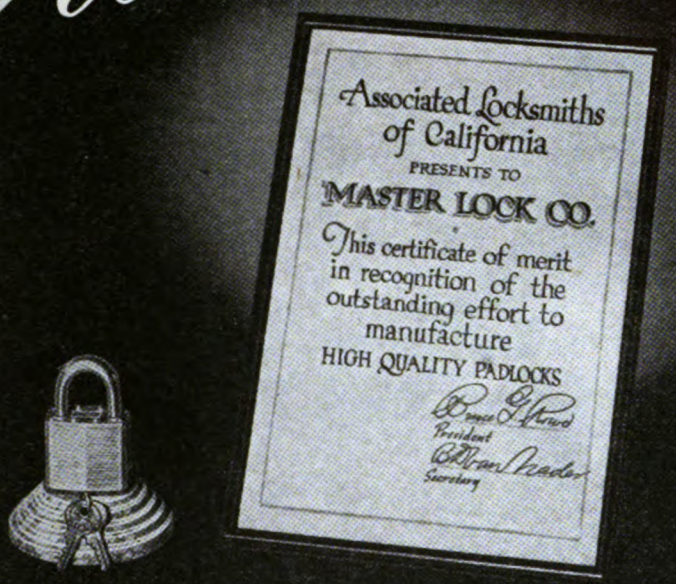
Choose CHEVROLET TRUCKS

FOR TRANSPORTATION UNLIMITED

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

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"Outstanding"



—in the manufacture of *High Quality* padlocks

Again Master *receives highest honors from experts!*

At the November convention of the Associated Locksmiths of California, a leading organization of professional locksmiths, this Certificate of Merit was awarded Master Lock Company for its achievements in the manufacture of quality padlocks.

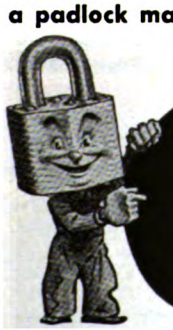
This was the sole award made for the manufacture of padlocks.

During the entire history of the Master Lock Company only one other award of such importance has been made to a padlock manufacturer.

It is significant that the earlier award was also conferred on Master . . . in 1931, following the introduction of the now famous Secret Service Series.

The Gold Medal of the American Association of Master Locksmiths . . . "For an outstanding contribution to the lock industry," was then awarded Master.

We are frankly proud of such recognition. We are equally proud of the solid and continuing endorsement of locksmiths and independent hardware merchants everywhere, who have helped make Master indisputably *foremost in padlocks*.



Make sales faster with

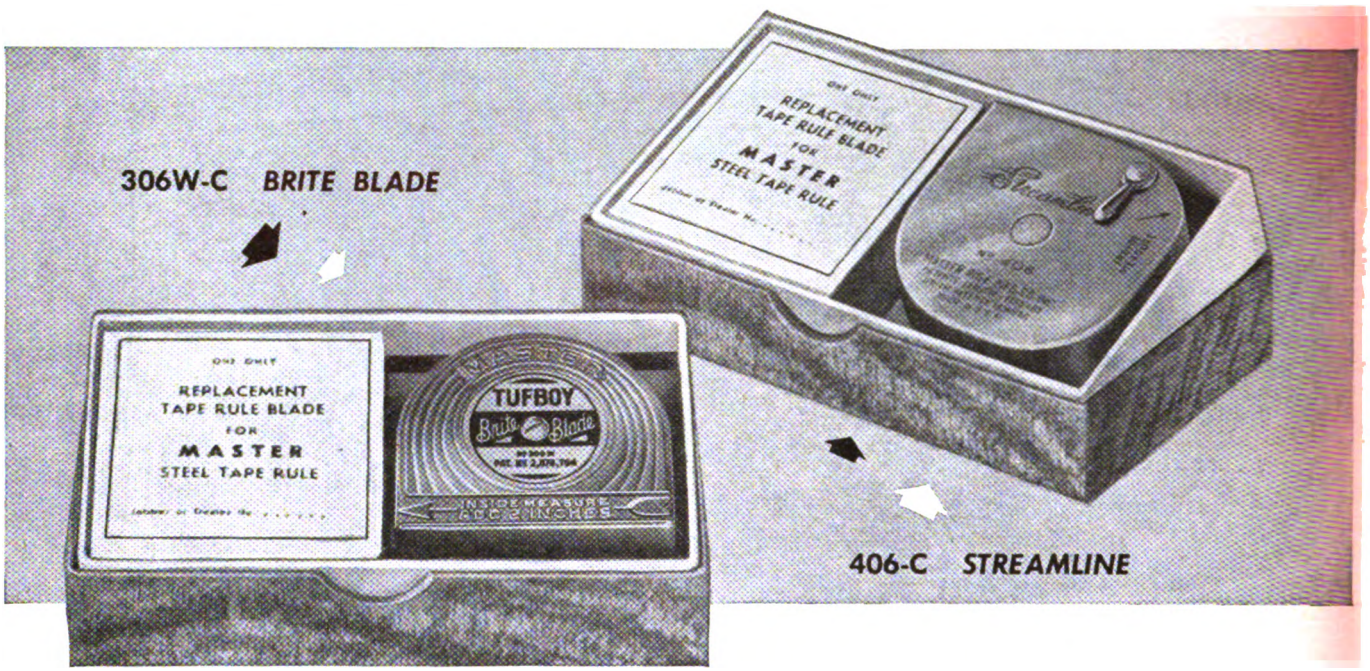
Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee, Wis. • *World's Leading Padlock Manufacturers*

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Packed for Dealer Profits...
Packed for Customer Satisfaction



This new Master sales boosting idea of packaging the rule and spare blade together is a combination of custom built quality at volume prices.

Dealers like it because, displayed properly, the Streamline and Brite Blade combination package bring extra sales and extra profits. Dealers like it also because it helps to eliminate the ticklish "accidental damage" claim which takes so many dealer dollars of profits each year.

The consumer likes it because over and above its economy, the spare blade doubles the life of the rule . . . it makes an ideal gift package.

For further information about the new Master combination package idea see your jobber or write to us.

306W	6' Brite Blade..... $1.75	blade.... $1.00	406	6' Streamline $2.00	blade.... .80
	in combination package 306WC $2.65			in combination package 406C $2.70	
308W	8' Brite Blade..... $1.90	blade.... $1.10	408	8' Streamline $2.50	blade.... .85
	in combination package 308WC $2.90			in combination package 408C $3.25	

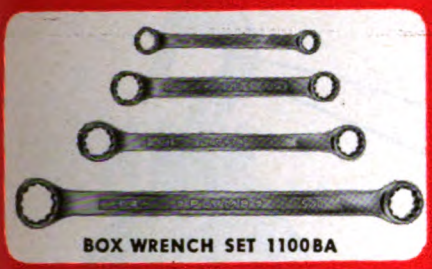
MASTER
REG. U.S. PAT. OFF.
WOOD AND TAPE RULES

MASTER RULE MFG. CO., INC.
201 MAIN STREET • WHITE PLAINS, N. Y.
General Field Sales Office:
105 W. Adams St. • Chicago 3, Ill.
BRANCH: P. O. Box 1587 Oakland, Calif.

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NEW

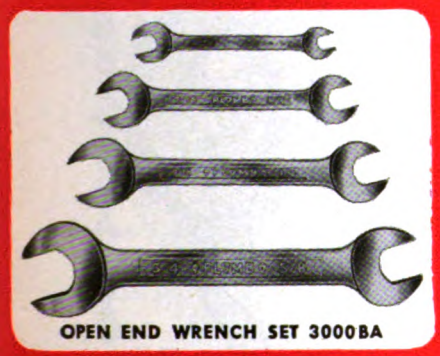
PLOMB BASIC WRENCH SETS HAVE MOST-NEEDED SIZES



BOX WRENCH SET 1100BA



COMBINATION WRENCH SET 1200BA



OPEN END WRENCH SET 3000BA

To help your customers do their work faster and safer, Plomb is continually developing new tools and improving older-designs. During the past year alone, a total of 124 new tools, sets and tool containers were added to the Plomb line. Each new tool is developed by Plomb's research department to meet a definite need—to permit more efficient work. Each is proved by field tests to insure design perfection and all are made to Plomb's high standards of quality. These are the reasons you will be proud to sell these new items to your customers, as further evidence of Plomb's design leadership. Stock these new Plomb tools today so you can sell the *best* as well as the *latest* tools. Send for catalog showing the complete Plomb quality line to

PLOMB TOOL COMPANY

2227Q Santa Fe Avenue • Los Angeles 54, California



EXTRA LONG LIFE



STRONG THIN WALLS



PERFECT BALANCE

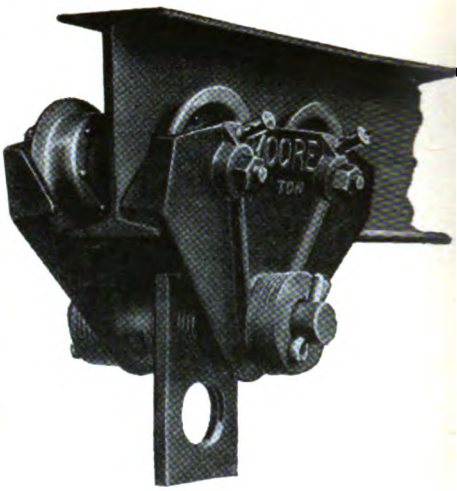


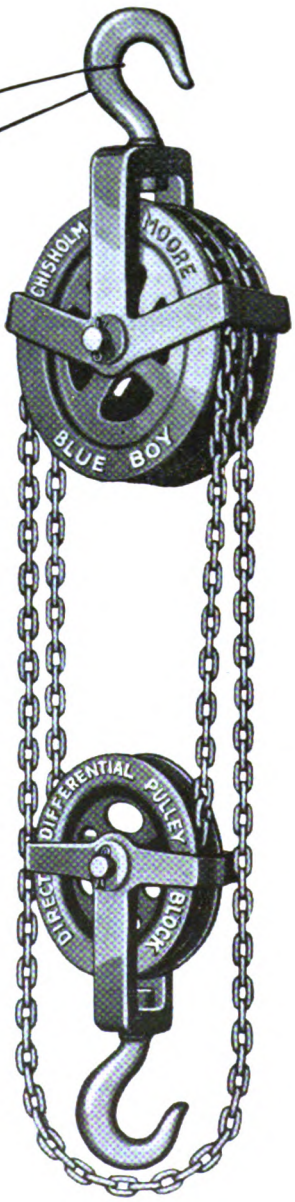
COMPACT OFFSET HEADS

PLOMB *Streamlined* **TOOLS**

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More Popular than ever!





BLUE-BOY
HOISTS and MOORE Trolleys

Your customers go for dependable "BLUE-BOY" Differential Hoists and MOORE Ball Bearing Trolleys. A simple, economical method of lifting loads and transporting overhead on track of standard I-beam. Easy to install. Easy to use. A low-priced helper on any lifting job. Prices are attractive and every shop, small or large, is a prospect. A fine tool for the store, farm, contractors, etc. Profits are good on this fast selling item. Individually boxed for easy handling. Immediate delivery. Send now for literature and prices. Use the handy coupon below.

CHISHOLM-MOORE HOIST CORP.
(Affiliated with Columbus McKinnon Chain Corp.)
GENERAL OFFICES AND FACTORIES: TONAWANDA, NEW YORK
SALES OFFICES: New York • Chicago • Cleveland • San Francisco • Los Angeles

CAPACITIES FROM ¼ TO 2 TONS

CHISHOLM-MOORE HOIST CORP., TONAWANDA, N. Y.

Gentlemen: Please send me prices and literature on the "BLUE-BOY" Hoist and Moore Trolley.

Name _____

Address _____

City _____ Zone _____ State _____

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NOW...

only ripples of OFFICE *sound*



for hardware dealers . . . In the new Remington Rand electric adding machine, cushioned power gives welcome relief from harsh office clatter. You'll turn out more work with new ease on this quieter, faster model—with its longer, streamlined motor bars and famous 10-key touch-control keyboard. All feature keys are electrified—you add, subtract, multiply directly—as fast as your fingers will move. For full details, call your local Remington Rand representative or write Dept. HA-1, 315 Fourth Avenue, New York 10.

Cushioned Power: Built-in steel cushions reduce noise and vibration—lessen strain on moving parts—insure smoother operation and longer life.

Streamlined Action: Longer, feather-touch motor bars and compact 10-key keyboard eliminate finger groping, speed every operation. Completely electrified.

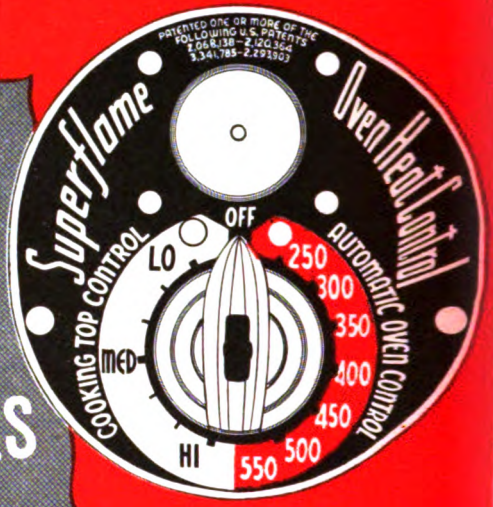
the new Remington Rand *electric adding machine*

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Superflame

Announces the **FIRST and ONLY**

THERMOSTATIC OVEN CONTROL for OIL BURNING KITCHEN RANGES



Available ONLY with the *Superflame* POT-TYPE RANGE BURNER

Never before in oil appliance history could you offer baking performance comparable to modern gas cookery. Now with the SUPERFLAME Pot-Type Range Burner you can give your customers fast, clean, convenient, economical oven heat, thermostatically controlled.

SUPERFLAME with thermostatic control offers new convenience, comfort and efficiency for kitchen range owners now using coal and wood, and it opens a brand new market for you. The time to cash in on this unparalleled sales opportunity is now. Write for information today.

CHECK THESE ADVANTAGES

THERMOSTATIC CONTROL

- You set it and forget it.
- It maintains the desired oven heat without attention.
- Provides accurate baking results at even temperatures from 250 degrees F. to 550 degrees F.
- Dual operation — thermostatic or manual. Requires no electricity.

POT-TYPE BURNER

- Superflame is the only "natural-draft" pot-type oil burner for kitchen ranges.
- It operates on the same principle as Superflame pot-type circulating heaters and offers the same convenient, trouble-free performance.
- Its acceptance is established.

CONVENIENCE

- Heats, cooks, and now bakes thermostatically—with oil.
- No coal, wood or ashes to haul.
- Fast, economical—always ready for instant use.
- Provides quick, dependable controlled heat, meeting year 'round requirements.

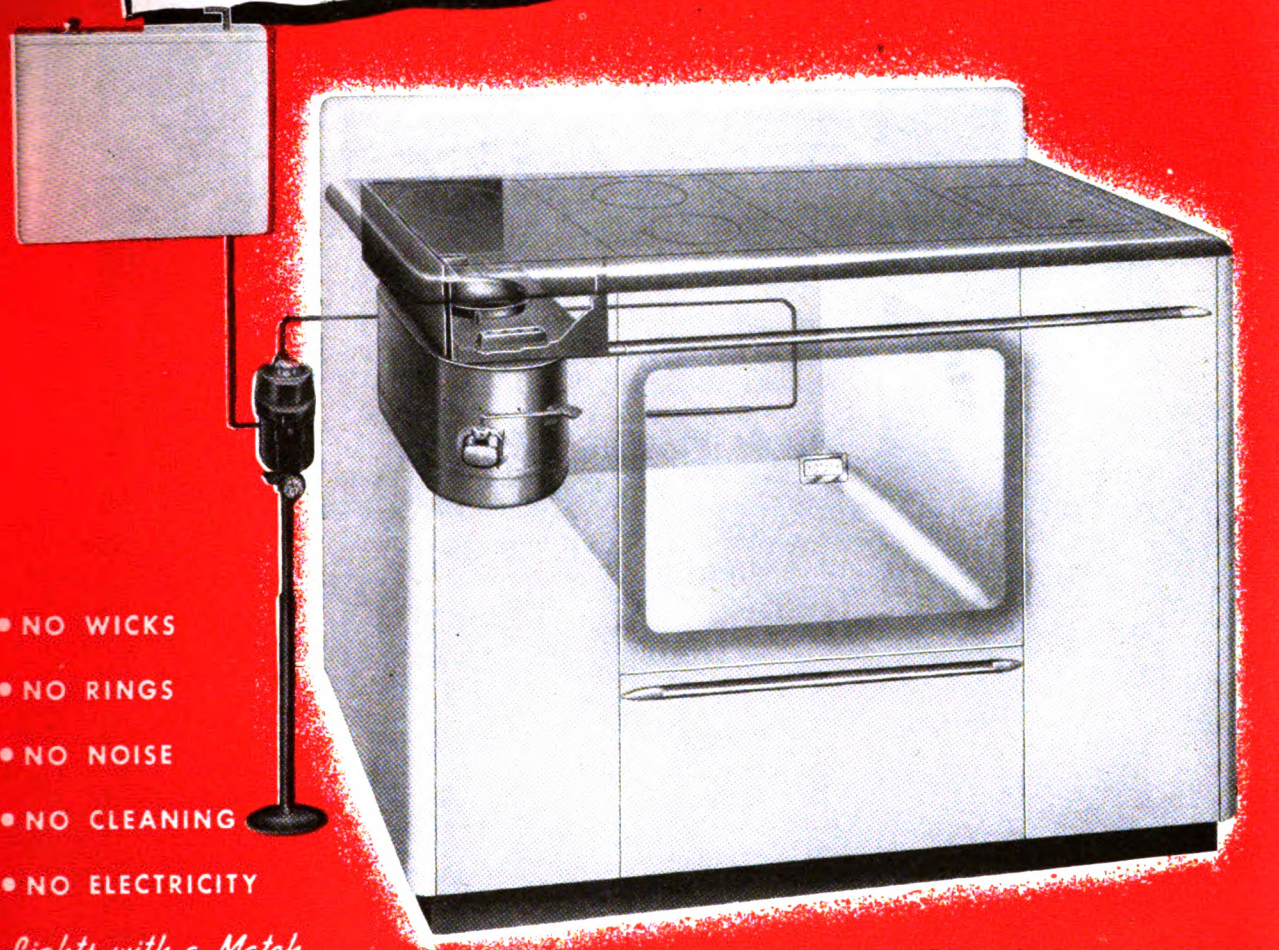
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THE SALES OPPORTUNITY OF A LIFETIME

There is a tremendous market for the new SUPERFLAME Range Burner. Eight million homes now using coal or wood for kitchen ranges have never had thermostatic oven control. They need it; owners want it.

Fifteen million homes do not have central heating systems and require heat in the kitchen. They need SUPERFLAME for economical winter heating, cool summer baking.

SUPERFLAME is a package item—easy to install, easy to sell. It is furnished complete with thermostatic constant level valve, draft regulator and all the necessary accessories for complete installation. SUPERFLAME fits any standard range . . . it is easy to assemble, simple to adjust, requires no service. SUPERFLAME gives you a quick turn-over, high-profit item for year 'round sales.



- NO WICKS
- NO RINGS
- NO NOISE
- NO CLEANING
- NO ELECTRICITY

Lights with a Match

Illustrated: Installation with Model 105A Superflame Range Burner with thermostatic control.

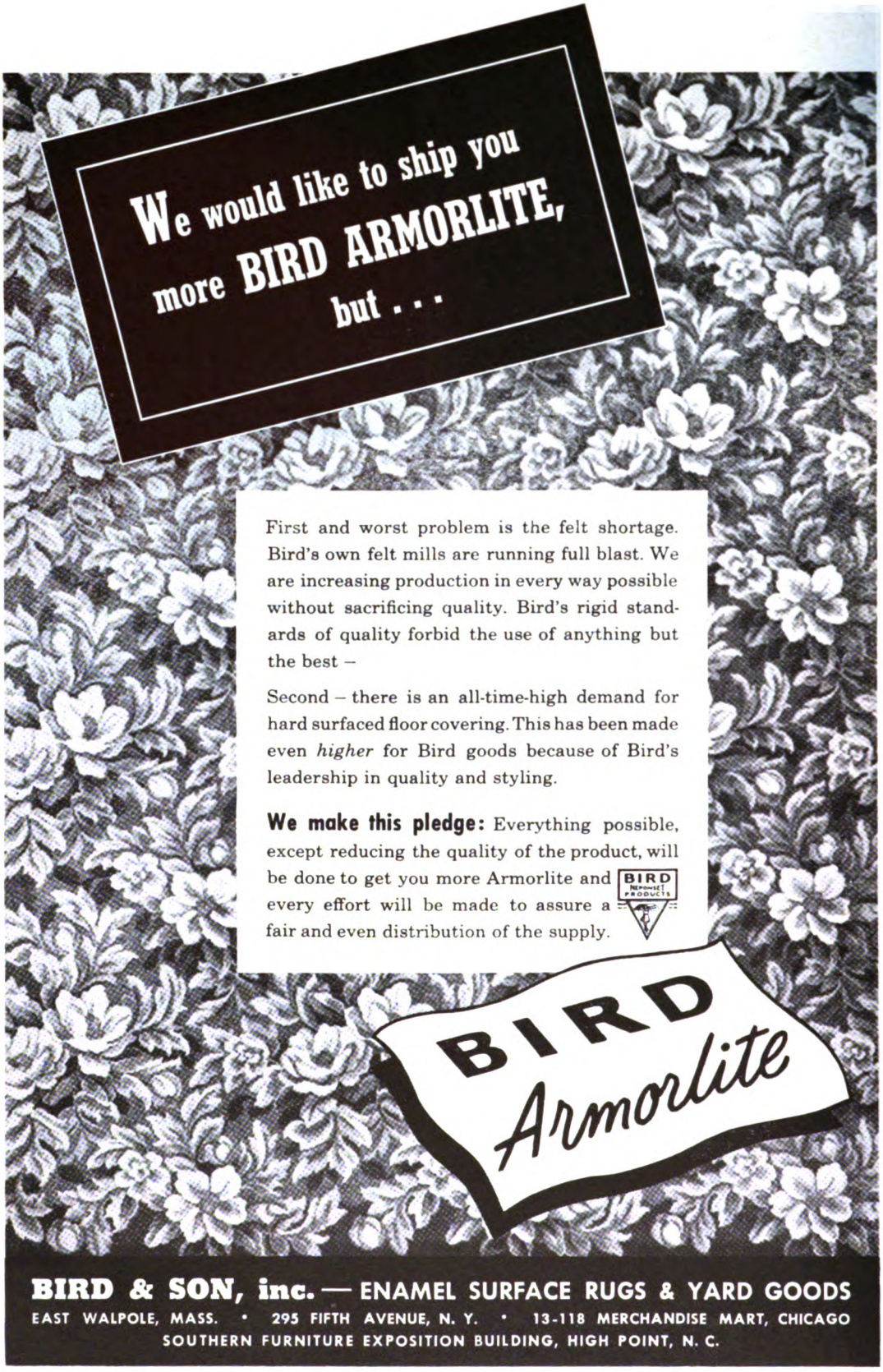
Also Available: Model 102A Superflame Range Burner with manual control.



QUEEN STOVE WORKS, INC. • Albert Lea, Minnesota

Manufacturers of the famous SUPERFLAME line of Oil Heaters, Kitchen Heaters, Floor Furnaces, Water Heaters, Range Burners.

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Volumes of Extra Values

IN YOUR BLACKSTONE FRANCHISE

PRODUCT SUPERIORITY

IN almost three-quarters of a century of building home laundry equipment exclusively, Blackstone has enjoyed the endorsement of many impartial experts and hundreds of thousands of critical users. Evidence of such recognition is in the form of reports by Independent Testing Laboratories, Dealer and Owner testimonials, Field Service Records, and the recorded performance of Blackstone washers in public institutions, where one year's service may equal 15 to 20 years in the average home.

Achievement of superiority by Blackstone is founded upon several vital factors... adequate and up-to-date facilities, a wealth of manufacturing "know-how", and the will to uphold quality. Blackstone washers are manufactured in Blackstone's *own plant*, affording *complete* control throughout every stage of manufacture. No production short-cuts, which might in any way jeopardize the performance of any Blackstone product, are tolerated. For example, there is no substitution of less-costly die castings for longer-lasting machine-cut gears... no grey iron castings where sound engineering specifies drop-forgings.

Experience has given Blackstone the knowledge that product superiority comes only from constant surveillance of materials, parts and processes. Blackstone's seventy-four years of consistently superior manufacture is an enviable record... one which no other washer manufacturer can claim.

REFERENCES

Independent Testing Laboratory Reports
Dealer Experience Reports
Owner Testimonials
Field Service Records
Experience of Institutional Users
Canadian Standards Association Reports

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.



Only BLACKSTONE builds the *Combination* Laundry. No other manufacturer offers as complete a line.

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SELL THE DEMING "Oil-Rite" TO YOUR THRIFTY BUYERS



DEMING "OIL-RITE"
For Deep Wells
Capacities: 190 to 3635
Gallons per Hour



Thrifty buyers are more interested in what's behind the price tag than in the price itself. The Deming *"Oil-Rite"* Deep Well Water System is built for people who know that the only worthwhile points to consider are *proved* features of construction, *proved* dependability, *proved* low cost of operation and maintenance, and *proved* durability!

Proof that the Deming Figure 1062 *"Oil-Rite"* continues to meet those demands of thrifty buyers comes from satisfied owners everywhere in the country. The manager of a nationally famous farm sums it all up in one brief statement: *"Our Deming 'Oil-Rite' water system has proved to be an excellent investment."*

The same TRUE VALUES are built into every type of pump and water system in the COMPLETE Deming line. Deming Distributors and dealers *know* these facts. *That's why they continue to back the line that backs them 100%!*

THE DEMING COMPANY • 517 BROADWAY, SALEM, OHIO

DEMING

THE COMPLETE LINE

PUMPS AND WATER SYSTEMS

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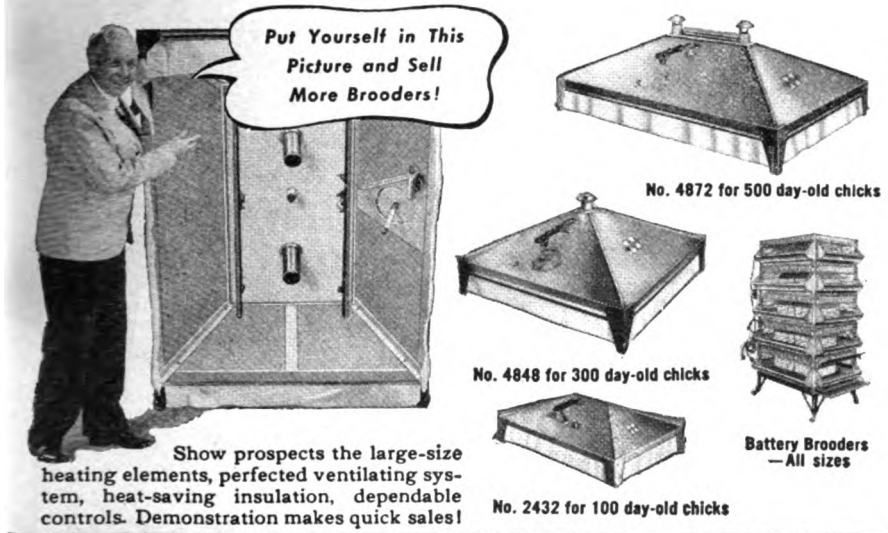


The Eyes of Millions are Upon You

WHEN YOU SELL HUDSON *Lektrik-Hen** BROODERS

The advertisement shown **is part of the** biggest brooder advertising **campaign in** history. Now appearing **in leading** national and state farm **magazines and** poultry journals, this **campaign has** one purpose: *To send customers to YOUR store to ask for Hudson Brooders.*

This advertising can make sales and profits for you only if you stock and sell Hudson Brooders. The "selling" is easy enough, once the prospect sees the product. Show them the leading features of the Hudson Lektrik-Hen: Radiant Heat, Perfected Ventilation, Even Heat Distribution, Ample Reserve, Long-Life Construction. All are features poultry raisers need if they are to make the best profit. Stock them, show them, sell them—and sell more brooders this year. Order from your jobber today—AVAILABLE FOR IMMEDIATE DELIVERY.



Show prospects the large-size heating elements, perfected ventilating system, heat-saving insulation, dependable controls. Demonstration makes quick sales!

*T. M. REG. U. S. PAT. OFF. © 1948 H D.H. MFG. CO.

H. D. HUDSON MANUFACTURING COMPANY • 589 E. Illinois Street, Chicago, Illinois, U. S. A.

Sprayers and Dusters
Hay Tools and Barn Equipment
Livestock Equipment

HUDSON

Poultry Equipment
Farm Ventilation Equipment

TESTED AND PROVED EQUIPMENT

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1948 SENSATION

NEW JUST OUT

BLACK FLAG SUPER INSECT SPRAY

THE MOST EFFECTIVE INSECTICIDE EVER DEVELOPED FOR GENERAL HOME USE



5 Such INSECTICIDES IN ONE

Such FAST KNOCKDOWN

Such QUICK KILL

Such LASTING EFFECT

NEW! **5 INSECTICIDES**—combined in one super spray—D. D. T., Chlordane, Lethane, Pyrethrum and Piperonyl Butoxide.

NEW! **KILLS** all common household insects such as flies, mosquitoes, moths, roaches, silverfish, bedbugs, gnats, fleas, ants, spiders, scorpions, sandflies, ticks and wasps.

NEW! **SUPER EFFECTIVE** as a spray against flying insects . . . as a surface film to kill insects that crawl or light on treated surfaces. Chlordane and D. D. T. provide this longer-lasting residual effect.

Contains CHLORDANE—the new "wonder" insect-killing agent that's even more effective than famous D.D.T. on most crawling insects. Yet with this stepped-up power, Black Flag Super Insect Spray is SAFE to use around the house, observing only the same precautions used with any ordinary insect spray.



THE "SUPER" SPRAY OF MANY USES!

★ Use as a direct spray against flying insects.

★ Spray, brush or wipe on screens, casements, baseboards, cupboards and shelves . . . all surfaces with which insects may come in contact.

★ Spray garbage cans, under sinks, refrigerators, around water pipes . . . anywhere insects may crawl or breed. *(See label for other uses)*

AT ALL STORES NOW — BUY A CAN TODAY

Boyle-Midway Inc., 22 E. 40th Street, New York 16, N. Y.

BOYLE-MIDWAY INC., 22 E. 40th St., New York 16, N. Y. • Jersey City, N. J. • Chicago, Ill. • Chamblee, Ga. • Los Angeles, Calif.

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Hirsch Weis

Evergreen Saturator

The Ideal Irrigator for:

LAWNS • GARDENS • TREES
FLOWER BEDS • TERRACES
PARKING STRIPS • SLOPES



3 SIZES
18 feet
30 feet
50 feet

ASSORTED SIZES
PACKED IN COLORFUL DISPLAY CARTON

$ELL THIS EASIER, BETTER WAY OF WATERING LAWNS AND GARDENS

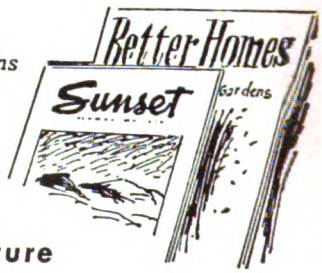
There's always more profit in merchandise that does a better job. The EVERGREEN SATURATOR makes lawn and garden irrigation easier and more efficient. No water is wasted – every drop "oozes" out of the porous, mildew-resistant canvas SATURATOR and goes directly to the roots. Damage to foliage and flowers is eliminated.

FREE IRRIGATION CHART

Complete instructions on recommended methods and irrigation requirements for all types of lawns and gardens included with every EVERGREEN SATURATOR.

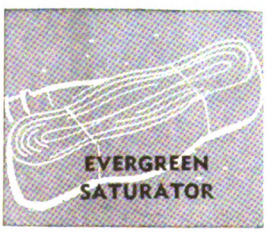
NATIONALLY ADVERTISED

Better Homes and Gardens and *Sunset* will deliver more than 4 million consumer messages about EVERGREEN SATURATORS during April, May and June.

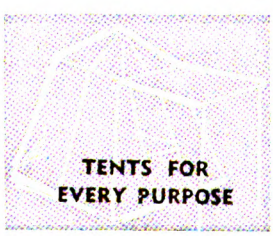


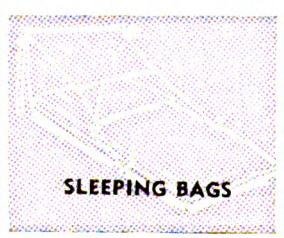
Ask your Jobber or write for Prices and Literature

Hirsch-Weis 1884 CANVAS PRODUCTS CO.
3121 N. E. Sandy Blvd., Portland 12, Oregon


EVERGREEN SATURATOR


APPELL'S WATER BAGS


TENTS FOR EVERY PURPOSE


SLEEPING BAGS


TARPAULINS

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Now SAVAGE POWER CHIEF with "Packaged Power"



COMPANION MODEL TO THE SERVICE-PROVEN POWER CHIEF "75"

Announcing the new Savage Power Chief Model 85 — with the same simple power transmission control, easy maneuverability and trouble-free performance that's made the "75" a *great* seller. And the "85" is equipped with a new, compact, two-cycle engine of advanced design that's streamlined . . . packed with power and efficiency.

NATIONALLY ADVERTISED

This year, the SAVAGE LINE is backed with an advertising campaign that's more powerful than ever. Increased consumer demand will mean fast turnover, greater profits, for YOU.

SPECIFICATIONS

"Sta-Temp" hardened steel blades and underknife.
Attractive tubular steel handle with rubber grips.
Semi-pneumatic tires.
Large diameter sectional roller.
Ball bearings.
Width of cut 18".
Height of cut from 5/8" to 2 1/4".
Net weight only 80 lbs.
Shipping weight 100 lbs.

Sold Through Selected Wholesalers. Write for further details.

LIGHTWEIGHT "85"



"Packaged Power"

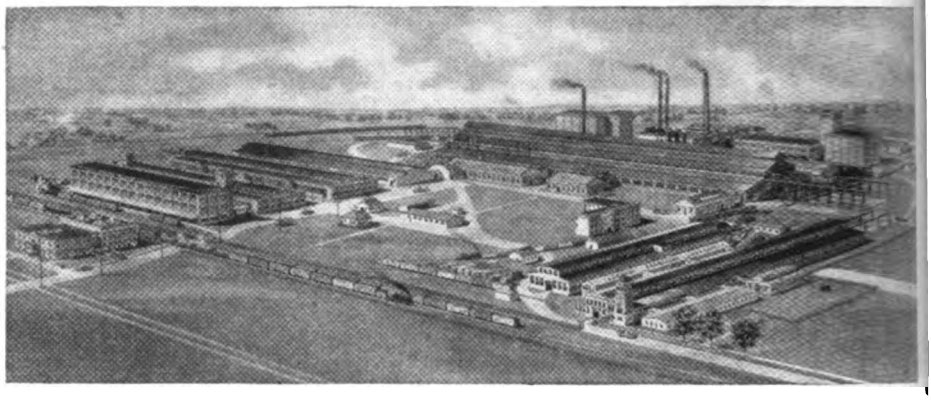
1 h.p. air cooled engine.
Ball bearing crankshaft.
Easy, one pull, rope starting.
Tillotson automotive type carburetor.
Speed control regulator.
Extra high voltage magneto.
Dry type air filter.
Large radiation fins.
Strong, rigid, non-corrosive muffler.

SAVAGE ARMS CORPORATION
Lawn Mower Division
CHICOPEE FALLS, MASS., U. S. A.
MANUFACTURER OF RIFLES, SHOTGUNS, LAWN MOWERS, REFRIGERATION EQUIPMENT

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1848 · · · 1948



100 YEARS ~~OLD~~

young

There's a lot of difference between being 100 years *old* and 100 years *young*.

We at Goulds call on the past only for experience (and we've gained a lot)—our primary interest lies in the future.

We have never allowed our growth to be impeded by fears, timidity or doubts sometimes linked with old age. We are constantly striving for new developments (witness the "radically" new and highly successful tankless Balanced-Flow Jet pump). We are consistently improving the old (witness the vast improvements in the new Jet-O-Matic).

Yes, we are 100 years young this year. As we enter our second century, we reaffirm our faith in our past, our pledge for the future—to continue providing the best in water systems—quality products giving the maximum in performance and dependability and assuring all our dealers a complete and profitable line.

W. J. Jones
President

GOULDS PUMPS Inc.

SENECA FALLS, NEW YORK

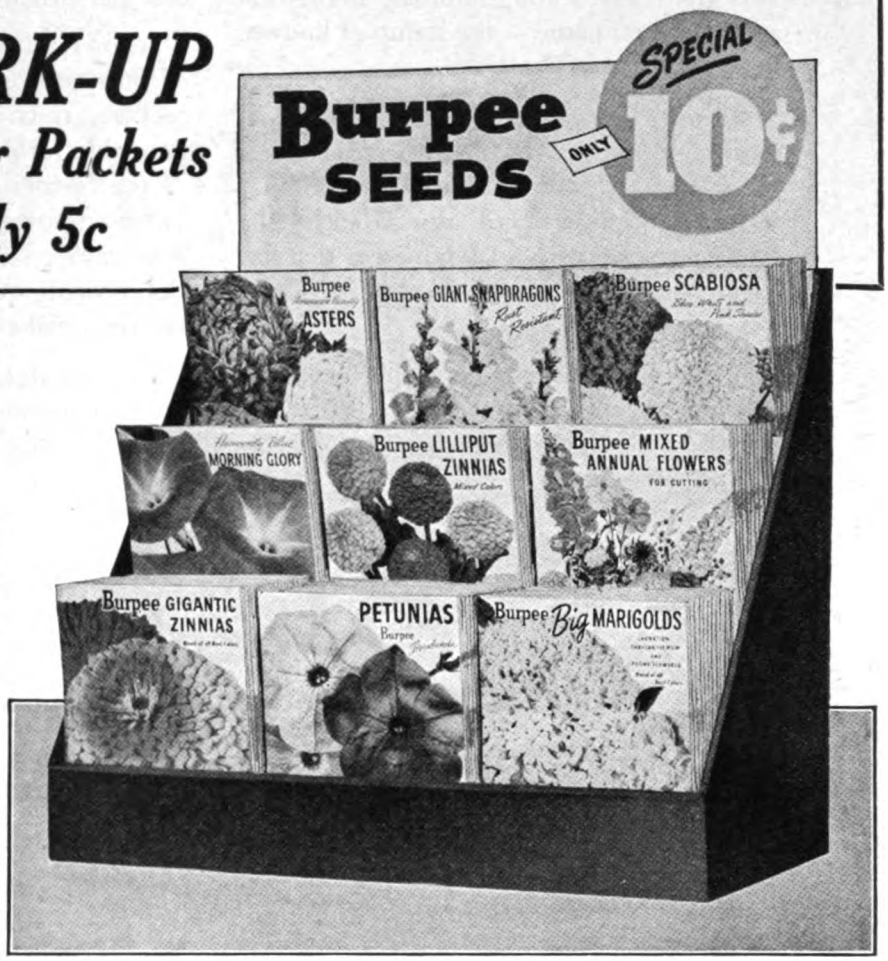
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These Nationwide Favorites Bring Big Extra Profits!

★ ★ ★

100% MARK-UP

Fast-Selling Super Packets Cost You Only 5c



A Brand New Idea in Selling Seeds!

NATIONWIDE sales records show that all 9 of these kinds of flower seeds are big sellers! And they're genuine Burpee Seeds—the best known and most advertised brand. All easy to grow anywhere—all big values that are sure to sell fast. (Cost 5c, you sell for 10c).

Not Ordinary Packets!

These are not ordinary packets—they're extra-large Super Packets (4½ x 6 in.), beautifully printed in full color—making every customer want several! All have the same low price—easy for clerks to handle and get the right amount from the customer.

Sell On Sight!

Highlight your seed department and up your average sale from every customer with this compact display box. Anywhere you display it, your customers will see it and buy. Takes only 10 x 15 in. of counter space. You'll also find it effective in other locations in the store—to sell more customers and attract more of them to the garden department.

ORDER NOW

Make big extra profits with this great Burpee offer! *Display Boxes of 300 Super Packets prepaid to you—retail value $30, you make $15!*

COMPACT DISPLAY BOX Takes Only 10 x 15 in. Counter Space

EVERY PACKET A SPECIAL VALUE

Look at all 9 of these famous Burpee seed packets and compare with other prices for the same kinds! Burpee Gigantic Zinnias, Lilliput Zinnias, Petunias, Big Marigolds, American Beauty Asters, Heavenly Blue Morning Glory, Scabiosa, Giant Snapdragons, and Mixed Annual Flowers for cutting.

Sale or Return—Send No Money!

Burpee Seeds Grow

Double your money on these popular, fast-selling seeds . . . and you don't invest a cent! Return for full credit every packet that you don't sell. You can order extra quantities at any time, to keep all 9 kinds of these popular flower seeds in stock.

Send Postcard or Purchase Order Now for Your First Shipment

W. Atlee Burpee Co.

SEED GROWERS

Philadelphia 32, Pa. - Sanford, Fla. - Clinton, Iowa

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THERE'S *Sales Magic* IN A FINE NAME

People are immediately interested in products that bear a long-familiar, highly regarded brand name — the stamp of known, time-tested merchandise.

Pioneer in the development of grass cutting by power, Jacobsen has been producing quality power mowers for over 25 years. Thousands of users identify the name Jacobsen with a lawn mower that has given them years of satisfactory service.

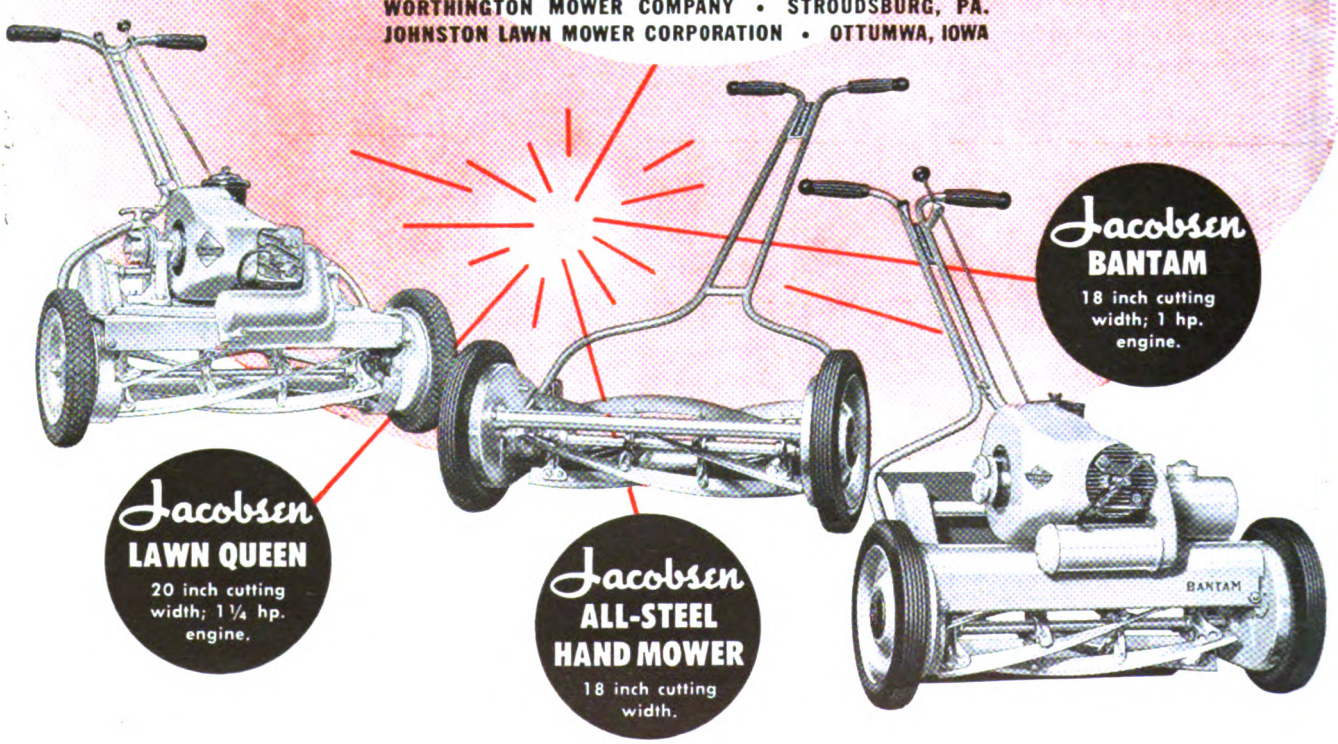
Compact, well-balanced and sturdy, Jacobsen Bantam and Lawn Queen power mowers are noted for ease of handling, precision engineering and durable construction that results in unusually reliable, low cost performance.

Alloy steel cutting units . . . generous use of anti-friction bearings . . . combination reel and traction clutch . . . powerful, dependable Jacobsen engine — these are some of the factors in the faithful operation of Jacobsen power mowers. Jacobsen all-steel hand mowers are also topnotch performers. Ball-bearing quietness and extra large rubber tires make them a pleasure to operate.

In considering your lawn mower requirements remember that it is good business to be associated with Jacobsen.

Jacobsen
MANUFACTURING COMPANY ★ RACINE, WISCONSIN

SUBSIDIARIES
WORTHINGTON MOWER COMPANY • STROUDSBURG, PA.
JOHNSTON LAWN MOWER CORPORATION • OTTUMWA, IOWA



ALSO MANUFACTURER OF PUMPS AND WATER SYSTEMS

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Designed.. engineered... built...

for the Ferguson System

—that's why you'll profit when you...

Sell Ferguson!

Certainly you'll profit when you sell Ferguson System Implements . . . and handsomely, too. The Ferguson dealer policy and a fair price structure assure that!

But . . . equally as important to you is the fact that Ferguson Implements are specifically designed, engineered and built for use with the Ferguson System of hydraulic Finger Tip Control and the Ferguson 3-point Method of Implement Attachment. That's why it pays to Sell Ferguson!

Looking to the future, the Ferguson program of implement development is a *continuing* program. A large staff of designers and engineers is constantly developing additions to the broad line of implements now available for the Ferguson System. Many of these implements are in various stages of final field testing. Looking even further ahead, others are being developed to meet the demands of improved agricultural practices one, three, five or more years from now.

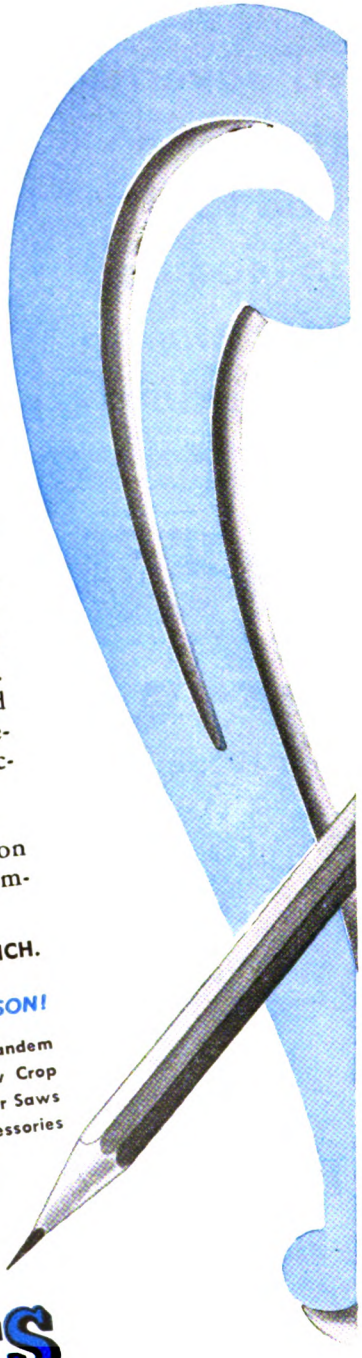
Need we say more as to why you should Sell Ferguson? If interested in the profit opportunities in selling Ferguson System and Ferguson-approved Implements in your community, write for more information today.

HARRY FERGUSON, INC., 3639 E. MILWAUKEE, DETROIT, 11, MICH.

Here are more good reasons why dealers profit when they—SELL FERGUSON!

Moldboard Plows • Two-Way Plows • Single Disc Harrows • Tandem Disc Harrows • Spring Tooth Harrows • Offset Disc Harrows • Row Crop Cultivators • Corn Planters • Corn Pickers • Feed Grinders • Power Saws Terracers • Tillers • Weeders • Grain Drills • Mowers • Parts • Accessories

FERGUSON SYSTEM IMPLEMENTS



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as advertised
this spring
and fall
in leading
sportsmen's
magazines . . .

RED HEAD

the
Complete
Line
of Happy
Hunting and
Fishing Hits

SEE THE RED HEAD DISPLAY
Rooms 616-17
Convention of National Sporting Goods Association
Hotel New Yorker
New York, New York
February 1-6

RED HEAD

GUN-O-ROD COAT



for fishing!

Just like getting two coats for the price of one when you choose a Red Head "2-in-1" Gun-O-Rod Coat. Designed for both fishing and hunting. Made of lightweight, yet rugged poplin that is vat dyed a beautiful sand color and treated to repel water. Has 4 wide-mouthed, bellows patch pockets in front for fly boxes or shells, breast pockets for smaller stuff, big roomy pleated pocket in back with zipper closures, pivot sleeves, etc. See it at your dealer. **Red Head Brand Co.**, 4300 W. Belmont Ave., Chicago.

for hunting!



RED HEAD

Happy Hunting

Hits!



Field-tested Favorites

FOR OVER FORTY YEARS!

Hand-crafted with the same skill and know-how that has made Red Head Hunting Clothing the favorite for over forty years. Field-tested to assure dependable service. A wide selection of canvas and leather accessories to increase your hunting pleasure is waiting for you at your Red Head dealer.

RED HEAD
BRAND COMPANY

4300 W. Belmont Ave., Chicago, Ill.

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Your line's Always Busy

with

PRIZEWINNER

Reels by Ranger



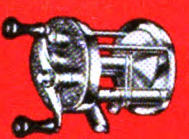
No. 76 Blue Ribbon
America's finest single-cast reel. Hardened, stainless steel pawl . . . Fully broken-in helical gears. $8.50.

You get so much more fun casting with your 1948 PRIZEWINNER! Because its best features were asked for by over 50,000 practical anglers, like yourself, questioned in a nationwide survey.

Cuddle its streamlined form in your hand. Listen for the velvet purr of those helical gears, perfectly matched, broken in at the factory. Note how fast that featherweight spool gets going There are many features you've always wanted . . . plus a guarantee and insurance policy that make PRIZEWINNER a lifetime investment. Ask your dealer to reserve your Prizewinner today!

Ranger's new catalog tells how **your** pet ideas are built into Prizewinner Reels. Write for your copy — today!

No. 78 Grand Prize
Smooth, positive backlash prevention. Featherweight spool. Lifetime chrome. $10.50.



No. 77 Gold Medal
Aristocrat in stainless steel. Soft-action anti-backlash brake. A reel for the man who values accuracy and distance. $9.50.

GUARANTEED and INSURED

Ranger INC.

ROCKFORD, MICHIGAN

THE REELS THE FISHERMEN *asked for*



DEALERS — Ask your jobber. PRIZEWINNER Reels are backed by telling, selling publication and point-of-sale advertising.

Ranger Inc.

THE FASTEST GROWING NAME IN REELS —

THE RIGHT PRODUCT AND PRICE

"The Reels the Fishermen Asked For" as determined in survey among members of 6,000 outdoor clubs. Quality reels at a price designed to interest the greatest number of your customers.

THE RIGHT ADVERTISING

A dominant 1948 advertising program in 10 national outdoor and general magazines (76,000,000 impressions) coordinated with an aggressive, complete and outstanding point-of-sale program.

TIE IN — CASH IN

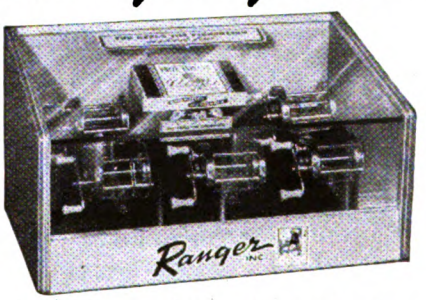


LARGE BEAUTIFUL 2 COLOR CUT-OUT DISPLAY HANGER



ATTRACTIVE COLORFUL CONSUMER LITERATURE

Ask Your Jobber!



FREE Beautiful modern counter display deal, complete with parts drawer. Write, wire or ask your jobber today for details on the New Ranger Line of Quality Reels and power house advertising program.

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"I Like Supertreated Pol-mer-ik

because it comes factory-fresh in Sealed Cans

● Those are the words of *Norris S. Reber* of *Mohnton, Pa.* He knows that Supertreated Pol-mer-ik in *sealed-cans* guarantees a factory-fresh product . . . protection from leakage and contamination . . . satisfied paint customers.

Now Supertreated Pol-mer-ik is back, with that important uniformity of quality and the special processing which strengthens its molecular structure . . . making it level smoother, cover better, form a tougher, more weather-tight film.

Painters all over America have built "master" reputations with the help of Supertreated Pol-mer-ik. It is truly the finest linseed oil science has produced.

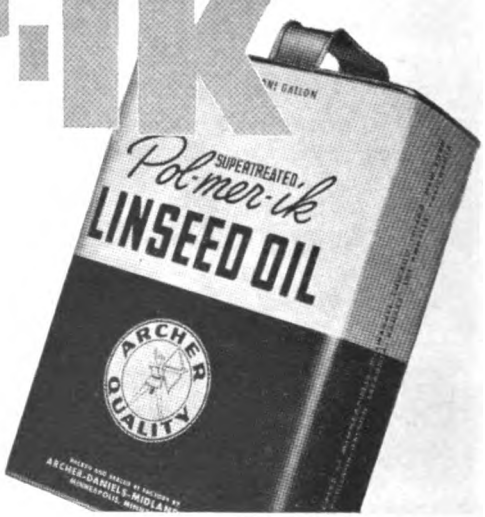
So get Pol-mer-ik, and you'll get the EXTRA VALUES of Supertreating AT NO EXTRA COST.

Supertreated Pol-mer-ik

100% PURE LINSEED OIL

Available in Factory Sealed Cans

EXTRA VALUE AT NO EXTRA COST



Product of ARCHER-DANIELS-MIDLAND CO.
MINNEAPOLIS, MINNESOTA

Send additional information on Supertreated Pol-mer-ik Linseed Oil.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

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SEND FOR OUR CATALOG LISTING

Order for Spring NOW

DELIVERIES AS YOU NEED THEM



Colonial Paint Brnshes Retail from 10¢ np

ALL MADE WITH PURE BLACK CHINESE BRISTLES

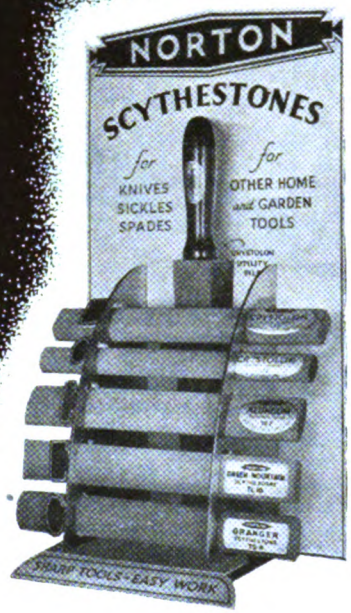
Our prompt deliveries can keep your shelves constantly stocked with complete assortments. Colonial is in a position to keep customers properly supplied without the burden of carrying an over-stocked inventory.

FOR OVER A QUARTER CENTURY OUR MANAGEMENT HAS MANUFACTURED AND MERCHANDISED POPULAR PRICED BRUSHES

Colonial Brush Manufacturing Company, Inc.
60 THAYER STREET • BOSTON 18, MASS.
TELEPHONE HUbbard 2-3588

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SELL MORE SCYTHESTONES



with the 497-A Display









The 497-A Display FEATURES Scythestones. It makes them fast-turning, interesting, important tools. In your farm and garden tool window, the 497-A reminds customers that factory-new edges are short-lived. Just like selling a fly line with a new trout rod.

And here's what the 497-A gives you. First, the only Scythestone assortment featuring both natural mica schist mineral and electric furnace stones. Second, the lowest-priced assortment of its kind. Third, a fast-turning, all-purse choice of 33 genuine Norton quality stones in 6 shapes and 4 abrasives — all popular numbers — all good sellers. Fourth, a "stopper" display that doubles-up sales to tool customers. Increase your Scythestone sales. Ask your Jobber to include a 497-A with your Spring tool order.

BEHR-MANNING · TROY, N. Y.

(DIVISION OF NORTON COMPANY)

ALSO QUALITY COATED ABRASIVES SINCE 1872

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DEALERS Wanted

TO PROFIT WITH FAST-SELLING POWER TOOLS!

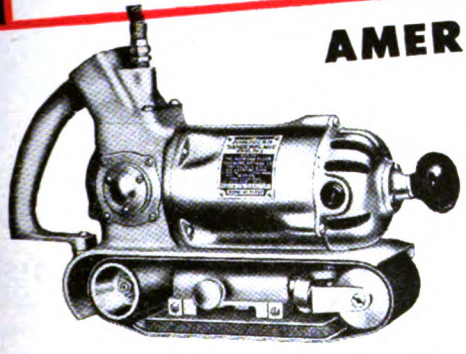
Now—American announces a new plan of distribution of small tools *through dealers!* This means a *big profit opportunity* for you with well-established lines of American Portable Tools . . . including power saws, disc sanders, belt sanders.

AMERICAN DISC SANDER



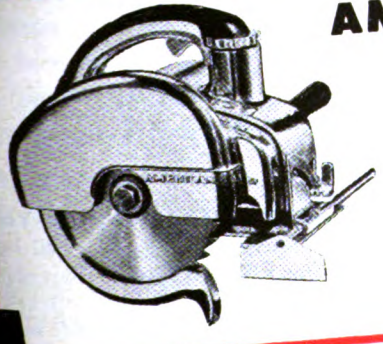
Sells fast! Your customers will want the American Speedy Spinner to save time and labor on many jobs. Specially designed for sanding wood or metal . . . also attachments for polishing, buffing, scrubbing, drilling, paint mixing. Quality construction . . . performance-proved in *years* of use!

AMERICAN BELT SANDER



Profit right now with the popular American Sanderplane Belt Sander! Widely used . . . time-proved performance. Eliminates much hand sanding and planing. Does all and more than a hand plane will do, and does it ten times faster. Speedy . . . rugged . . . powerful. American-built dependability.

AMERICAN POWER SAW



Cash in now on the tremendous demand for American Power Tools among your customers! Sell the new American Portable Electric Saw—a "natural" for carpenters, builders, wood-working shops, metal-working shops, home owners, farmers, maintenance men, many others. 10 times faster than hand sawing! Cuts wood, stone, tin, tile. Big power. 8" blade. Easy one-hand operation.

NEW DEALER PLAN

SINCE 1903

AMERICAN

PORTABLE TOOLS

SEND FOR PROFIT DETAILS!

The American Floor Surfacing Machine Co.
522 So. St. Clair St., Toledo 3, Ohio

Please rush details about your attractive dealer proposition on American Power Saws, Disc Sanders, Belt Sanders. No obligation.

Name

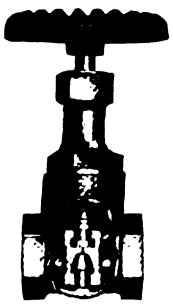
Street

City State

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ROCKFORD BRASS *Valves*

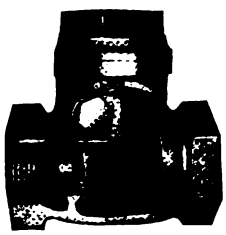
Ahead in design, Rockford Precision-Made Valves are sturdy, fast-acting, thoroughly dependable and guaranteed to function efficiently on all jobs for which they are recommended.



No. 819 GATE VALVE
Capable of handling jobs, with absolute safety, up to 125 pounds working pressure. A sturdy, quality-built valve with double disc, rising stem and oil proof packing. Thoroughly dependable on oil, water and steam lines. Sizes range from ¼" to 2".



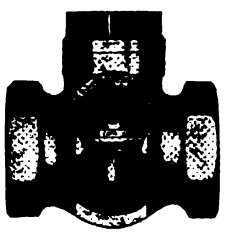
No. 814 BRONZE SEMI-PLUG TYPE Specially designed for oil line service ... also used for water, air, gas, steam and general purpose. Note cut-away view showing special improved Rockford design of stem and seat. Sizes range from ¼" to 2".



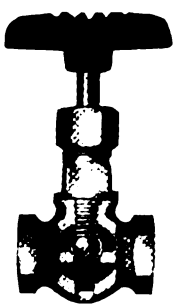
No. 830 SWING CHECK VALVE Brass disc swing check valve for use on steam and water lines. Built to handle pressure up to 125 pounds with absolute safety. One of the numerous time-tested Rockford Valves that has no superior. Sizes range from ½" to 2".



No. 816 FIBRE DISC GLOBE VALVE Specially designed for domestic hot or cold water systems. Particularly adapted for water softener installations in both homes and industrial plants. Pressure up to 125 pounds. Sizes ¼" to 2".



No. 831 HORIZONTAL CHECK VALVE Horizontal brass disc check valve for general purpose up to 125 pounds pressure. Built to the exacting Rockford standard which has been a guarantee of quality for 57 years. Sizes range from ¼" to 2".



No. 814A ANTI-HUM VALVE
The improved Rockford oil burner line control valve throttles out objectionable burner noise with perfectly balanced control. Phosphor bronze ball and spring ... special stuffing box with oil proof packing. Made in ⅜" female I.P.S. only.

ROCKFORD 18 90 BRASS WORKS

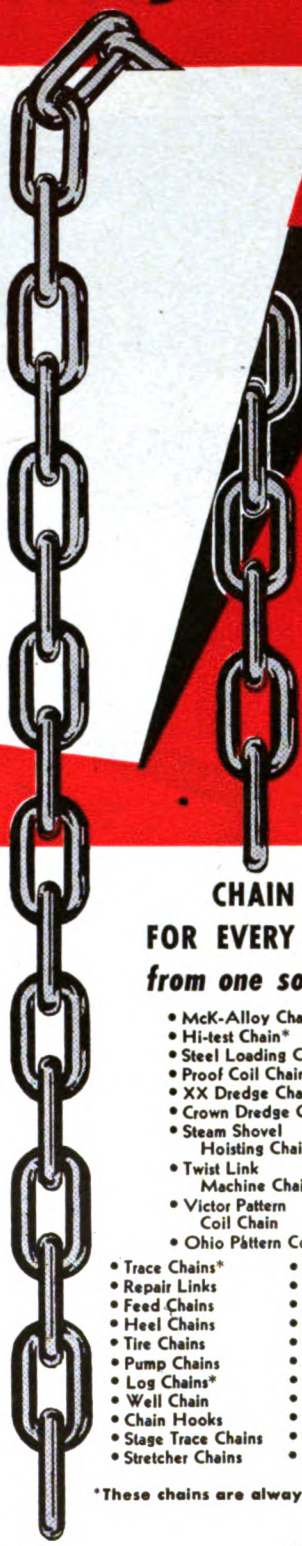
ROCKFORD BRASS WORKS, ROCKFORD, ILLINOIS

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It Pays to Sell Quality...

It Pays to Sell McKAY *Engineered* CHAIN





QUALITY COUNTS IN SELLING CHAIN . . . and you can be sure you sell quality when you handle McKay *Engineered* Chain. From basic raw material through every operation—each step is carried out by competent craftsmen using the most modern manufacturing methods. No wonder chain users ask for McKay Chain by name.

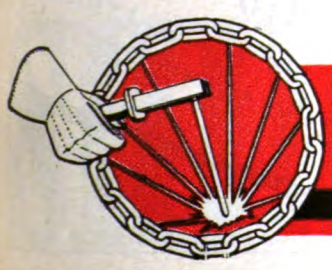
COMPLETE SELECTION PAYS DIVIDENDS. More satisfied customers and greater sales volume are yours when you handle the McKay line. That's because you impartially recommend the *right chain for every application* from McKay's complete selection of agricultural, industrial, automotive and marine chain and chain accessories.

McKAY CHAINS ARE LOADED WITH PROFITABLE OPPORTUNITIES. Quality, service and price are right . . . which means *you fill every need.* That's why it's important to stock a full range of chain types and sizes. Then both you and your customers gain the benefits offered by the complete selection of McKay *Engineered* Chain.

CHAIN FOR EVERY USE *from one source*

- McK-Alloy Chain*
- Hi-test Chain*
- Steel Loading Chain*
- Proof Coil Chain*
- XX Dredge Chain*
- Crown Dredge Chain*
- Steam Shovel Hoisting Chains*
- Twist Link Machine Chain
- Victor Pattern Coil Chain
- Ohio Pattern Cow Ties
- Trace Chains*
- Repair Links
- Feed Chains
- Heel Chains
- Tire Chains
- Pump Chains
- Log Chains*
- Well Chain
- Chain Hooks
- Stage Trace Chains
- Stretcher Chains
- Sash Chain
- Conveyor Chain
- BBB Coil Chain*
- Harness Chains
- Tie-Out Chains
- Machine Chain
- Halter Chains
- Wagon Chains
- Breast Chains
- Sling Chains*
- Anchor Chain*

*These chains are always proof-tested



440 McKAY BUILDING, PITTSBURGH 22, PA.

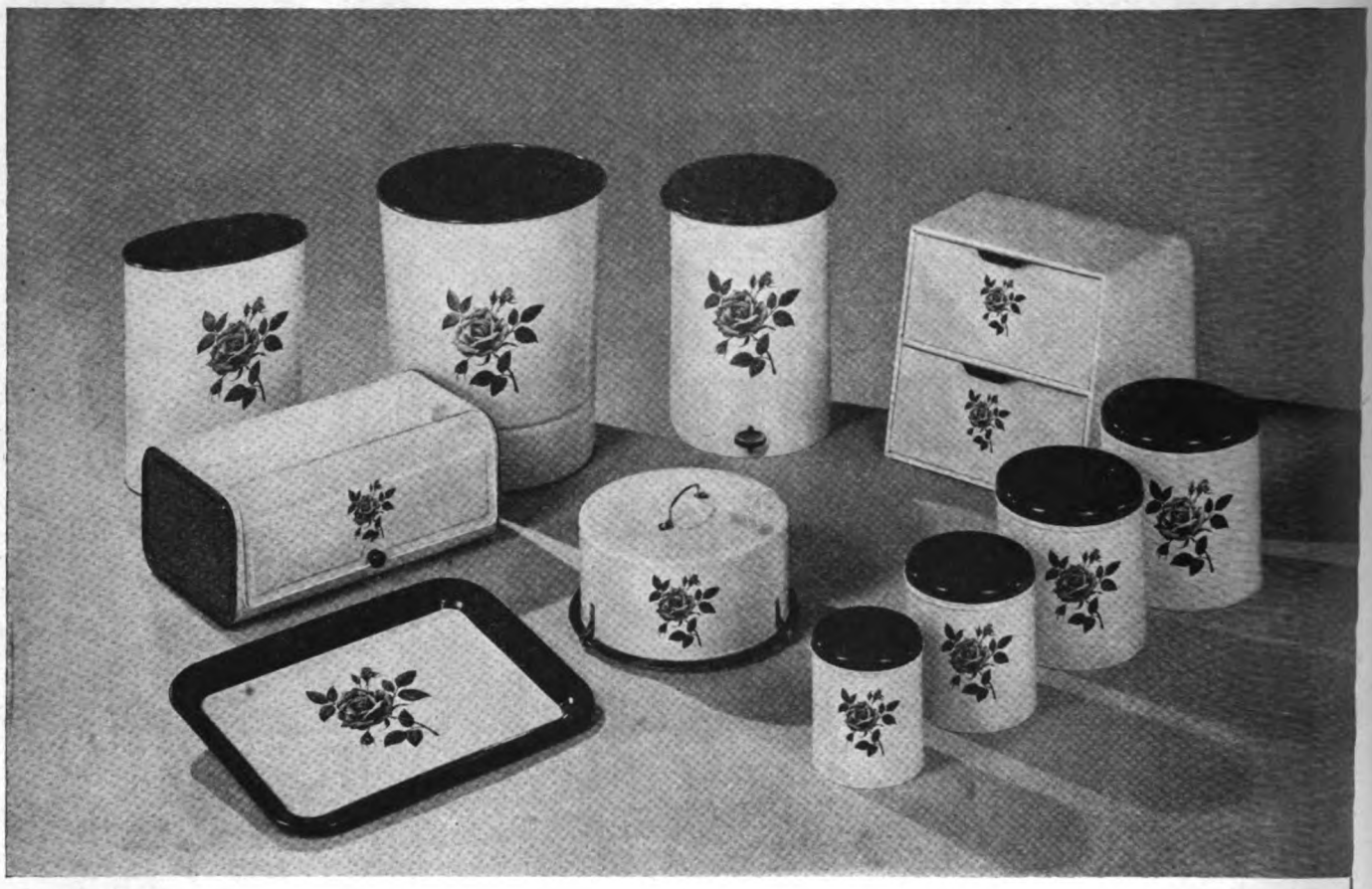
THE McKAY COMPANY PITTSBURGH 22, PA.

WELDING ELECTRODES . . . COMMERCIAL CHAINS . . . TIRE CHAINS



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Decoware...



IN THE *American Beauty* PATTERN



Success was assured for Continental's "American Beauty" pattern, because it was *pre-tested.* Checked by a nationwide survey of housewives, and double-checked by interviews with buyers and jobbers across the country, the popularity of this new pattern was proven before a single piece was lithographed.

And speaking of lithography—only the best materials and equipment, the most skilled craftsmen can turn out patterns as delicate and sparkling as the "American Beauty" decoration. Improvements in design have won immediate customer acceptance too.

For details, please contact our nearest sales office.

CONTINENTAL CAN COMPANY, INC.

Decoware

HEADQUARTERS: 100 East 42nd St., New York 17, N. Y.
EASTERN DIVISION: 122 East 42nd St., New York 17, N. Y.
CENTRAL DIVISION: 135 South La Salle St., Chicago 2. Ill.
PACIFIC DIVISION: 155 Montgomery St., San Francisco 4, Cal.

DECORATED METAL HOUSEWARES · SPECIALTIES
BOXES · NOVELTIES · PREMIUMS · DISPLAYS

At Home!
Booth 1240
JANUARY HOUSEWARES EXHIBIT
INTERNATIONAL AMPHITHEATRE

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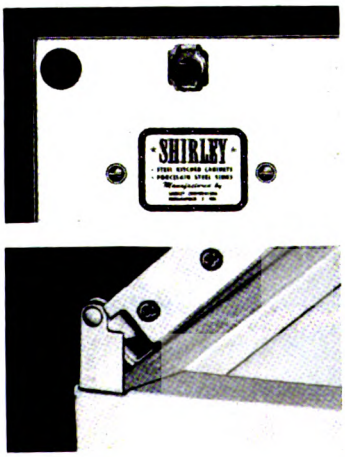
YOU'LL SELL 'EM BOTH...*WITH SHIRLEY!*

QUALITY FEATURES

LIKE THESE HELP YOU SELL SHIRLEY

You can point out rubber stops at all points of metal-to-metal contact that assure quiet operation. Shirley's blue and white insignia is your customer's guarantee of good workmanship, carefully inspected. AND, on all Shirley cabinets, semi-concealed hinges allow doors to open wider . . . a modern requisite in design to provide beauty and adaptability in all kitchen installations.

The fact that all Shirley sink-cabinets and cabinets come to you "in a package" makes the whole line easy to handle.



● Right away you can see there's something about a Shirley sink-cabinet that starts shoppers to thinking, "*What a swell buy this Shirley sink is!*"

Of course it's attractive! Women instantly see that Shirley's clean, straight lines and beautiful design make it fit perfectly into their schemes for a lovely new kitchen. Men, too, fall for its neat appearance, but *most of all* they go for "that solid feel" of doors and drawers—the result of Shirley's fine engineering and rugged construction.

Both are pleased (you can bet) with Shirley's reasonable price. *So* . . . no matter how much they've shopped and compared, they still "like the looks" —of SHIRLEY!

SHIRLEY CORPORATION • INDIANAPOLIS 2, IND.

SHIRLEY

STEEL KITCHEN CABINETS
PORCELAIN STEEL SINKS

COPYRIGHT, 1948, SHIRLEY CORP., INDIANAPOLIS

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Watch women go for this *NEW* SINGLE-STROKE Juicer

with the Feather-touch Action!



The new Champion with its feather-touch action makes an instant hit with every housewife. Gives you a new and important selling point that means increased sales—at liberal profit.

Think of it! The Champion requires only ½ to ¼ the hand pressure needed with ordinary juicers operating on a single stroke. That's been proved by comparison tests. . . . Its extension handle gives far greater leverage. This, plus its superior gear mechanism, results in an astonishing reduction in effort. Extension base, which can be slipped into position in a flash, prevents juicer from tipping while in use. Modern in design. Beautifully finished in chrome and white enamel.

Stock your Champions now—and get the benefit of extra sales in your territory. Write us for particulars.

DIECASTERS, INC. **RIDGEFIELD, N. J.**

CHAMPION

REG. TRADE MARK



The SINGLE-STROKE JUICER with *Feather-touch Action*

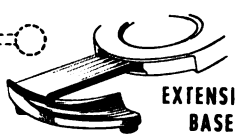
PATENTS PENDING

NO OTHER JUICER OFFERS SO MANY OUTSTANDING SELLING FEATURES



EXTENSION LEVER

is slid in and out of the handle, telescope-fashion. By affording greater leverage, this unique handle vastly reduces the amount of hand pressure needed for extraction.



EXTENSION BASE

prevents juicer from tipping when pressure is applied. Can be brought into position for use with a flick of the finger.



LOWER CUP & STRAINER

lift out easily. Elimination of holes from the upper part of the strainer prevents accumulation of pulp; makes cleaning easier.

SAFETY LOCK

When the headpiece is at its highest elevation, the lever locks automatically. Headpiece can't drop accidentally; lever can't fly back and strike you.



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You've heard about it!



...the whole trade is talking!

Since the first announcement in these pages, buyer after buyer has acclaimed this as

"The Hottest Idea In Housewares Merchandising"

CAPTIVE HEAT



CAPTIVE HEAT—steam is captured and held by the Steam-Trap Lid... tongue-and-groove seal so finely finished that the lid always sets true and tight.

CAPTIVE HEAT—heat is captured and held by the Triple-Thick Bottom... spreads instantly and evenly...cooks over the entire bottom area, with no hot spots to scorch or burn.

CAPTIVE HEAT—flavor-laden juices are captured and drip back because the walls and lid condense the steam faster... for "waterless" cooking at its best.

THE NEAREST THING TO PRESSURE COOKING WITHOUT THE PRESSURE

...SEE THE COMPLETE NEW 17-PIECE LINE OF

REYNOLDS *Lifetime* ALUMINUM

TRIPLE-THICK BOTTOM · GUARANTEED FOR LIFE



THE ONLY COOKING UTENSILS WITH CAPTIVE HEAT

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Captivating Beauty

plus CAPTIVE HEAT...



No. 486 ▪ 18½" Oval Roaster



No. 443 ▪ 3 qt. Covered Sauce Pan



No. 442 ▪ 2 qt. Covered Sauce Pan



No. 584 ▪ 6 qt. Covered Sauce Pot with Trivet



No. 583 ▪ 4 qt. Covered Sauce Pot with Trivet



No. 593 ▪ 2½ qt. Double Boiler



No. 451 ▪ Flat Covered Chicken Fryer 11



No. 481 ▪ 2 qt. Utility Double Boiler



No. 551 ▪ Dome Cover (Shown on Chicken Fryer)

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to sell a woman's eyes!

...with the smartest of modern styling. Flat bottoms, straight sides, recessed knobs, finger-fitting bakelite handles.

...to sell her head!

...with the knowledge that here is Captive Heat—gentle, non-scorching, tenderizing, fuel-saving Captive Heat.





to sell her heart!

...with the dream of easier cooking, less watching—delicious, more healthful foods, relished by all the family.



No. 441 ▪ 1½ qt. Covered Sauce Pan



No. 440 ▪ 1 qt. Covered Sauce Pan



No. 585 ▪ 8 qt. Covered Sauce Pot with Trivet



No. 591 ▪ 1½ qt. Double Boiler



No. 472 ▪ 1½ qt. Open Sauce Pan



No. 471 ▪ 1 qt. Open Sauce Pan



No. 524 ▪ 4 qt. Teakettle



No. 106 ▪ 6 Cup Percolator No. 108 ▪ 8 Cup Percolator

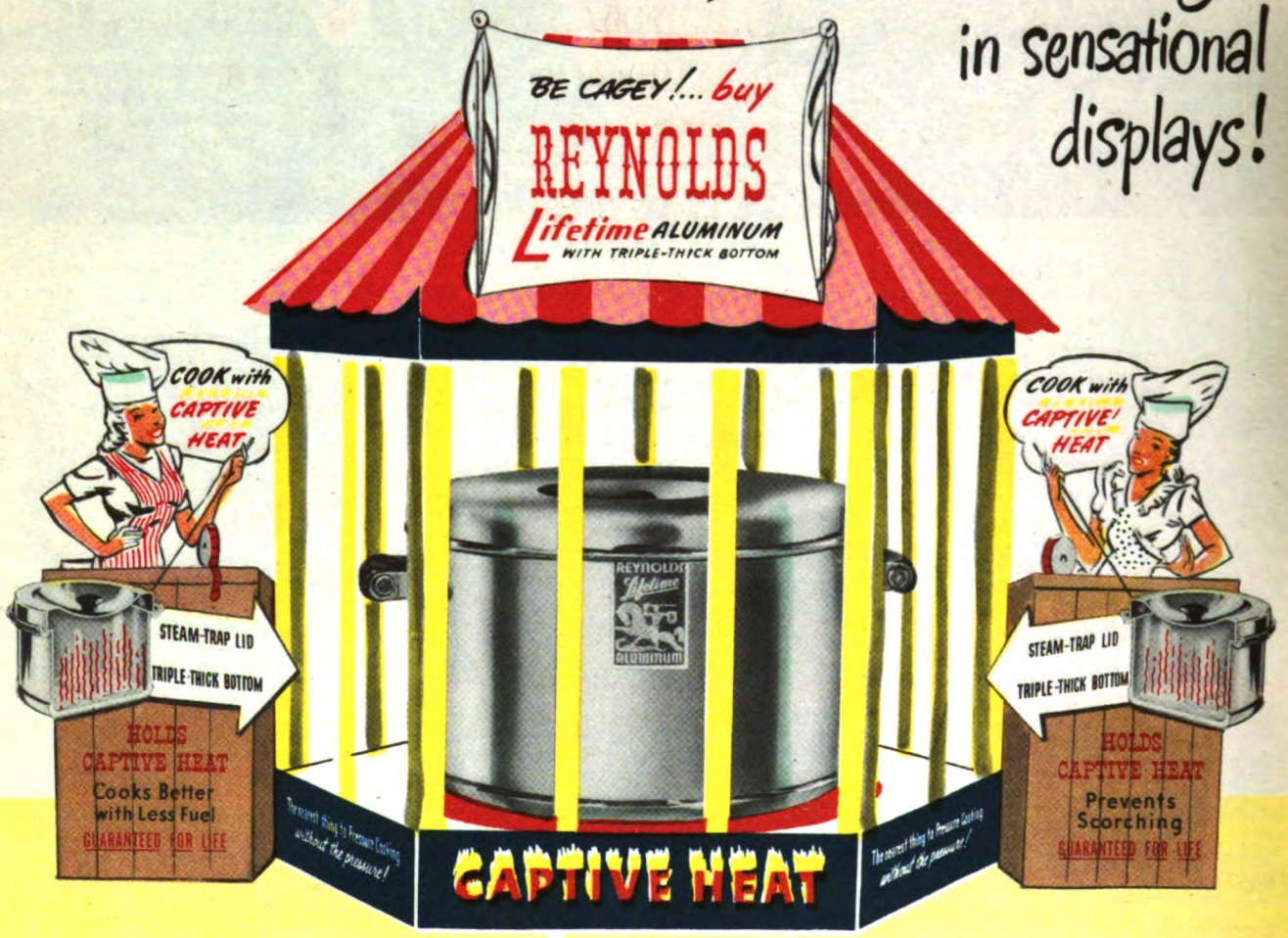
GREAT NEW 44-PIECE HEAVY GAUGE LINE COMING, TOO!

The volume seller, backed by the nationally advertised prestige of REYNOLDS Lifetime ALUMINUM Another 4-page color insert will present this line shortly—watch for it!

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CAPTIVE HEAT

will capture the housewife's imagination with utterly different advertising... in sensational displays!



This counter and window display will stop people in your aisles, in the street... stop 'em like a circus parade. The nearest of Reynolds 333 jobbers will have this display for you soon. Write or phone to any of the following Reynolds representatives for your jobber's name—for further details.

A. S. Hamilton, Jr.,
John Horn,
John Murray
Reynolds Metals Co.
19 E. 47th Street
New York, New York
Eldorado 5-7700

Boyd B. Mahon, Jr.
Joe Bob Moore
Reynolds Metals Co.
2000 S. 9th Street
Louisville, Kentucky
Magnolia 4000

C. J. Schwartzel
Reynolds Metals Co.
1149 Northwestern Bank Bldg.
Minneapolis, Minnesota
Bridgeport 6843

Henry W. Remmers
Reynolds Metals Co.
1004 Wrigley Bldg.
Chicago, Illinois
Whitehall 2200

Wm. E. Blair, Jr.
Reynolds Metals Co.
1209 Landreth Bldg.
St. Louis, Missouri
Chestnut 4861-2

Hunter B. Keck
Reynolds Metals Co.
97 W. Union Street
Pasadena, California
Sycamore 27153

Roy A. Knight
Reynolds Metals Co.
1600 Arch Street
Philadelphia, Pa.
Rittenhouse 4300

Gene A. Becker
Reynolds Metals Co.
1806 Mercantile Bank Bldg.
Dallas, Texas
Riverside 3429

David K. Brown
Reynolds Metals Co.
Third & Grace Streets
Richmond, Virginia
Richmond 7-3411

Sam T. Howie
Reynolds Metals Co.
1202 Watauga Street
Raleigh,
North Carolina

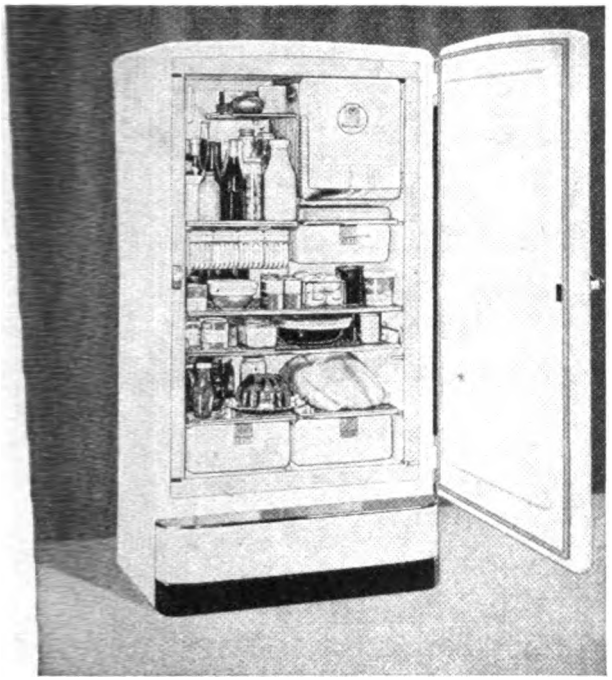
S. S. Ballard
Reynolds Metals Co.
White Henry Stuart Bldg.
Seattle, Washington
Seneca 2777-8

REYNOLDS METALS COMPANY • HOUSEWARES DIVISION • 2000 SOUTH NINTH STREET • LOUISVILLE 1, KENTUCKY



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Keeps 'em coming ALL YEAR 'ROUND



HOTPOINT'S COMPLETE MATCHED LINE OF 11 MAJOR APPLIANCES MEANS YOU CAN SELL MORE—MAKE MORE—THE YEAR 'ROUND

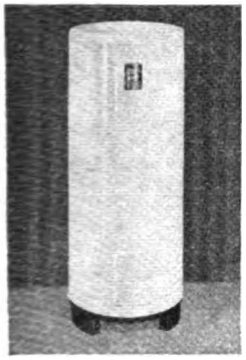
BLOW HOT OR COLD—there's a "seasonal" market *every month of the year* for one or more of Hotpoint's 11 major appliances. A rising mercury, for example, means a rising market for refrigerators and freezers. But raw, blizzardy weather makes garbage an extra nuisance, steps up demand for the Hotpoint Disposall*. Pleasantly cool weather, on the other hand, means larger meals, more dishes. That means business for the famous Hotpoint Dishwasher.

● The more it rains, the more orders will pour in for Hotpoint Clothes Washers, Dryers and Ironers . . . every one especially designed, among many other advantages, to simplify the clothes-drying problem.

● Then there are those greatest of all year 'round performers — the Hotpoint Electric Range and the Hotpoint Water Heater. Completely unrelated in function, they are alike in month-in, month-out demand.

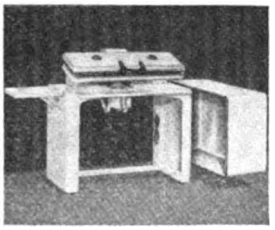
● Best of all, the sale of any one of these Hotpoint products can lead easily and naturally to full-line sales. That's because Hotpoint has long promoted the complete all-electric kitchen and now turns that dream into reality with a beautifully-matched ensemble of all major appliances. Sold as a "package" —or unit-by-unit—you'll find it all adds up to $2,000 or more per customer. That's why Hotpoint's is the "Franchise with a Future" . . . the sure way to BIGGER VOLUME the year 'round!

*Reg. U. S. Pat. Off.



Revolutionary Hotpoint Hot Water Heater has pressurized direct contact Calrod* units for unmatched speed.

Space-saving Hotpoint Refrigerator gives up to 50% more food storage in the same kitchen area, plus many other new features.



Hottest news in ironing is Hotpoint's new Flatplate Ironer. Provides 300 sq. in. of ironing surface. A natural traffic-builder.

Hotpoint's 3-Point Program gives you (1) the benefits of a $20,000,000 expansion program, (2) a completely matched group of all major appliances, and (3) the greatest advertising campaign in Hotpoint history—assuring you a steady flow of America's finest appliances, adequately promoted in leading national magazines to bring year 'round volume and profit.

Hotpoint

Hotpoint Inc. A General Electric Affiliate

5624 West Taylor Street, Chicago 44, Illinois

Greatest Advertising Campaign in Hotpoint History



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Aristo-mats

have

EYE APPEAL . . . BUY APPEAL

and

they're pre-sold by national advertising



Chrome Queen
Sparkling, durable. Heavy-gauge steel plated by copper, nickel and shining chrome.

Refresher
Popular design of our kitchenware set. Five smart colors on white.

Cup 'n' Saucer
Fast-selling Colonial design Red, black, blue or green on white.

Highlander
New best-selling number with highland plaid center. Choice of five colors on white.

Stove and table mats with the *Aristo-mat* label are the *only* ones your customers see in their favorite magazines. And they're the best *quality* that money can buy! No wonder *Aristo-mats* sell *faster*, more *easily*, give *greater satisfaction!* Your trade knows and appreciates these *exclusive Aristo-mat features:* 1. New, *heat-tested* "Quad-coat" process baked enamel finish. 2. *Extra* heavy asbestos padding. 3. Patented, *rounded* "Kant-Kut Korners." 4. *Underglazed* design *guaranteed* not to chip. Check *your* Aristo-mat stock today!

ADVERTISED IN

- ★ Good Housekeeping
- ★ Ladies' Home Journal
- ★ Woman's Home Companion
- ★ Better Homes & Gardens
- ★ McCall's

Aristo-ware Kitchen Set
"Refresher" pattern stove mat, hot pad, canister set, cookie can, oval waste-basket. Durable quality, smart colors.

Phoenix Table Mat Company

1315 WEST CONGRESS STREET
CHICAGO 7, ILLINOIS

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NATIONAL PRESSURE COOKER COMPANY

PRESENTS THE

10 STAR HIT

OF THE HOUSEWARES SHOW!

FOR 1948 SALES & PROFIT

Featured performers in housewares departments from coast to coast during 1947 . . . PRESTO COOKERS and NATIONAL PRESSURE COOKERS are heading for another big year in 1948. Alert housewares department managers have found that it pays to feature the complete line that leads the field . . . the line that has meant more volume and more profits than any other housewares item.

1 — Presto COOKER 6-quart "MEAT-MASTER" No. 406

2 — Presto COOKER 4-quart "COOK-MASTER" No. 404

3 — Presto COOKER 3-quart "VEGE-MASTER" No. 403

4 — Presto COOKER 4-quart "COOK-MASTER" No. 604

5 — Presto COOKER 3-quart "VEGE-MASTER" No. 603

6 — National PRESSURE COOKERS No. 5 and No. 7

7 — Presto SAUTER No. 612

8 — Presto DIVIDER No. 12

9 — Presto COLANDER COVER No. 413

10

SPECIAL ADDED ATTRACTION



Off to a terrific start for the new year!... 62,065,658 "ad" messages in all leading national magazines and Sunday supplements, open up the PRESTO COOKER advertising campaign for 1948. The theme of the campaign is "Save Money on *Your* Food Bills"—another great PRESTO COOKER selling slogan.

$20,950.00 CONTEST

A consumer contest offering $5,000 in 54 cash prizes and 1,000 prizes of one companion PRESTO COOKER each. Tie in with this merchandise-moving promotion. Write for free advertising materials, including special window streamers, top-of-cooker displays, and entry blank forms.

MEET US AT THE SHOW!

Come in and visit us at booths No. 1102 and 1103 at the Housewares Show in the International Amphitheatre.

For the convenience of buyers, we will also maintain a suite at the Palmer House Hotel.

NATIONAL PRESSURE COOKER COMPANY, Eau Claire, Wis.

WORLD'S LARGEST MANUFACTURER OF PRESSURE COOKERS AND CANNERS

Branch Factories: Los Angeles, California; [illegible]

CONVERSE

Sporting Footwear





MEMO

FOR THE NEW YORK SHOW:

Be sure to see 1948 Converse lines in Rooms 735-736, Hotel New Yorker. Understand they're the finest and most complete in Converse history

N.S.G.A. SHOW Hotel NEW YORKER New York FEB. 1-6, 1948



CONVERSE

ATHLETIC FOOTWEAR

THEY're simply great '48! America's fastest-growing lines of sp ing footwear and athletic footwear incorpo new models, fresh ideas you'll want to Come-on-up to Rooms 735-736, Hotel N Yorker. You'll get a hearty greeting—and eye-filling look at the handsomest sports athletic footwear Converse has ever mad *the lines that are sold EXCLUSIVE through sporting goods stores.*

CONVERSE RUBBER COMPA

MALDEN 48, MASSACHUSETTS

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CHICAGO 6: **NEW YORK 13:**

FIVE TOP-NAME CARTOONISTS HELP YOU SELL ACTIONROD



"You can do wonders with the right tip action"

Last year Actionrod came through with a unique, attention-getting series of cartoon ads. This year—another, *bigger* series—illustrated by such top-name cartoonists as Richter, Cobean, R. Taylor, Tony Barlow and Chon Day.

Field & Stream, Sports Afield, Outdoorsman, Outdoor Life, Hunting & Fishing, Holiday, True—total circulation almost 3,500,000.

Look *to* the Actionrod ads for sales action. Your customers are looking *for* them.



Actionrod

ORCHARD INDUSTRIES, INC.

18404 MORANG ROAD • DETROIT 5, MICHIGAN

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Lightning Guider Sleds

"Ask the Boy Who Owns One"

SLED GUARDS

WOOD FOLDING PORCH AND STAIR GATES

•

STANDARD NOVELTY WORKS

DUNCANNON, PENNSYLVANIA

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The Choice of Champions



"CHICAGO"

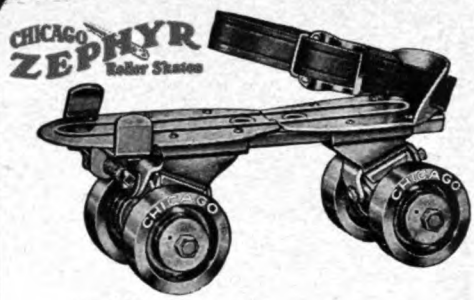
TRADE MARK REG.U.S.PAT.OFF.

The World's Finest Roller Skates



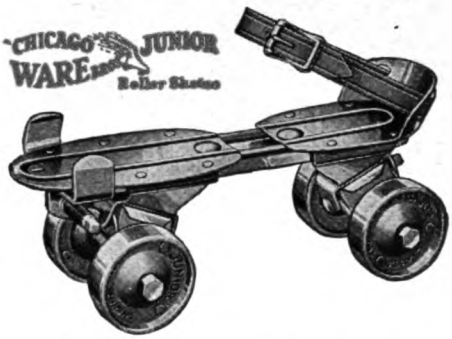
No. 181

The most successful Rubber Tires ever developed for "CHICAGO" Roller Skates. They outwear ordinary steel wheels. AVAILABLE.



No. 173

Solid Steel Wheels mounted on two-row High Speed Ball Bearings. AVAILABLE.



No. 125

Best low price skate ever made. Same as No. 101 except lighter materials. NOT YET AVAILABLE.

SELL QUALITY SKATES

With A Success Record of 40 Years

Quality builds business—insures profits. Satisfied customers insure your continued success.

Protect your own interests by selling these popular, nationally advertised "CHICAGO" Roller Skates—the finest money can buy. Give your customers the BEST, so they can enjoy the MOST in return for their purchase.

ORDER NOW! Demand "CHICAGOS" from your Jobber or write us giving Jobber's name.

Winners of World Records for over 40 Years

CHICAGO ROLLER SKATE CO.

4456 WEST LAKE STREET • CHICAGO 24, ILLINOIS

"CHICAGO"

WHEELS FIT ALL MAKES



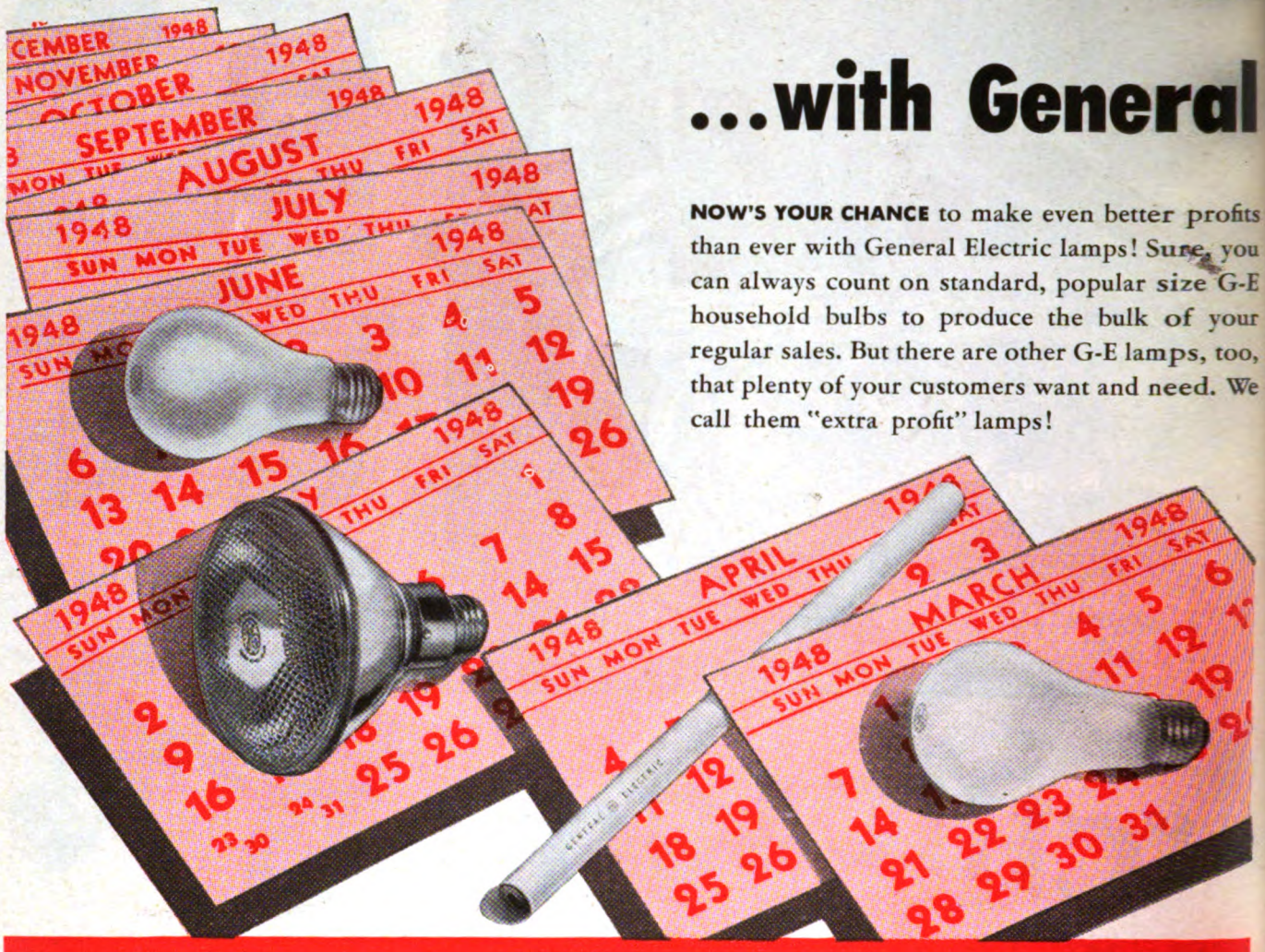
No. 75
TRIPLE-TREAD STEEL WHEEL

No. 73
ZEPHYR SOLID STEEL WHEEL

No. 84
RUBBER TIRE OUTWEARS STEEL

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EXTRA PROFITS ...with General



NOW'S YOUR CHANCE to make even better profits than ever with General Electric lamps! Sure, you can always count on standard, popular size G-E household bulbs to produce the bulk of your regular sales. But there are other G-E lamps, too, that plenty of your customers want and need. We call them "extra profit" lamps!



IN MARCH

FEATURE G-E ENAMELED WHITE LAMPS

Give a soft, flattering light. Reduce glare in any room. For table and floor lamps that do not have a diffusing bowl. Enameled finish can't come off. 25 and 60 watt. Price 16¢ plus tax.



IN APRIL

FEATURE G-E LUMILINE LAMPS

Used over desks, behind moldings, beside mirrors, etc. Slim, easily concealed. Variety of colors. 30, 40 and 60 watt. Where Lumiline sockets exist, no other lamp type may be used.

For Big Steady Profits THE YEAR 'ROUND

Display and sell the popular size lamp bulbs that are *pre*-sold month after month by G-E Lamp advertising in magazines and on the radio. And remember, General Electric research is constantly at work to make G-E lamps *Stay Brighter Longer.*

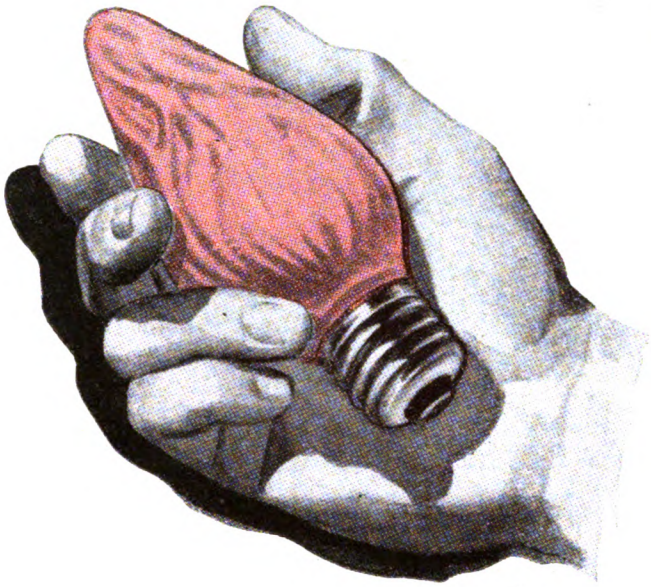


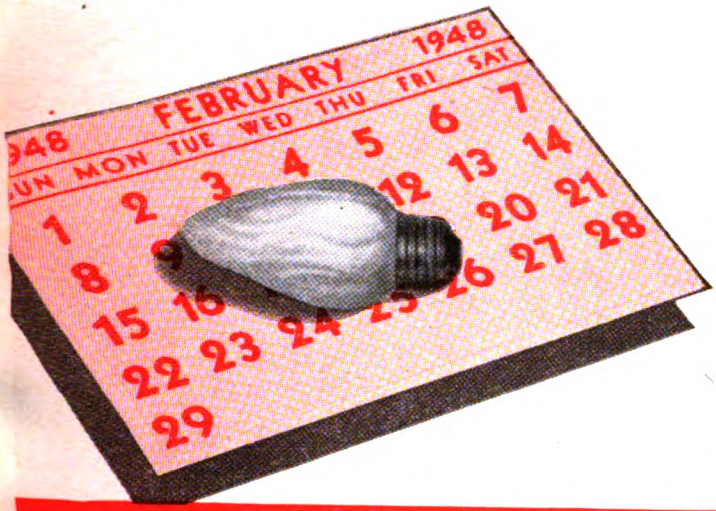
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every month in '48

Electric lamps!

EVERY MONTH IN 1948, beginning with February, General Electric will put special promotion and advertising behind a G-E "extra profit" lamp—giving you a swell opportunity to make *plus* sales and put *plus* dollars in your cash register. Make your plans *now* to tie in with this new G-E Lamp promotion!





FOR EXTRA PROFITS IN FEBRUARY . . . FEATURING G-E FLAMESHAPED LAMPS!

Because of wartime shortages, there are thousands of empty sockets today that should be filled with G-E flameshaped bulbs—in candle brackets, ceiling fixtures, novelty lamps, etc. Call your distributor today and stock up. Available in flametint, white, ivory and clear. 25 watts. Sell at only 16¢ plus tax.



The new G-E lamp display package includes:

BULB HOLDER. Makes it easy to remind customers they need G-E flameshaped lamps.

PRICE CARD. An attractive eye-catcher to help you feature G-E flameshaped lamps in displays.



G-E LAMPS

GENERAL ELECTRIC

Stay Brighter Longer



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Sell **PENNVERNON** *...not just "window glass"*

When you sell Pennvernon Window Glass, your customers are satisfied. The reason is simple: "Pennvernon" is a quality window glass. It has excellent visional properties. It has a brilliant surface finish on both sides of the sheet. It meets the most exacting sheet glass requirements. So, to replace broken panes, always sell "Pennvernon" — not just "window glass."

PENNVERNON WINDOW GLASS

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Digitized by Google

Over 11,500 dealers say . . .





. . . Clarke

THE "GOLDEN EGG" LINE



"Low initial cost and profitable rental... that's why I like Clarke Floor Sanding and Maintenance Equipment."

"Clarke Equipment is dependable...it easily takes the punishment given it by home, industrial and institutional use."





"Clarke is the *accepted* floor sanding and maintenance equipment—requires a *minimum* of service attention and brings the *maximum* in rental profits."

CLARKE . . . OUTSTANDING NAME IN FLOOR SANDING AND MAINTENANCE

Offering a complete line of high quality floor conditioning equipment at low cost.

LV-8 Sander
Ideal
Lightweight
Sander



MV-8 Sander
For
Heavy Duty
Sanding



P-12 Polisher
Polishes—Scrubs
Steel Wools
Waxes





V-5 Edger
High Speed
Compact
Lightweight

WRITE! Ask now for complete information on the Clarke Rental Plan and Clarke Equipment.

Clarke SANDING MACHINE COMPANY

3011 CLAY AVE., MUSKEGON, MICHIGAN

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IT STICKS!



and so will the NEW CUSTOMERS

BULL DOG FRICTION TAPE brings you!

Because they know Bull Dog Friction Tape does a really swell job, householders, mechanics and maintenance men make a beeline for the store that sells it. Once inside your door, they're bound to buy other things, too. Result: greater volume, bigger profits!

Bull Dog Friction Tape is famous for its extra stickiness. It goes on smoothly, grips like a vise, makes a tight, long-lasting joint. Special BWH technique keeps it from drying out in the roll. Call your distributor today and place your order!

Another Fast Seller!
Bull Dog Splicing Compound



High resistance to electricity and water — makes smooth, solid insulation even around irregular joints. Tested to A.S.T.M. specifications. The electrician's standby.

Another Quality Product of

BOSTON WOVEN HOSE & RUBBER COMPANY

Distributors in all principal cities

PLANT: CAMBRIDGE, MASS., U.S.A. • P.O. BOX 1071, BOSTON 3, MASS.

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PROVEN PROFIT MAKERS



Here's a group of products you can "bank on" — time-tested repeat sellers that have been paying dealers dividends for years.

Professional painters know these old favorites . . . ask for them by name. It will pay you to tell your other customers about them, too!

WONDER-PASTE

A powerful remover that penetrates any finish—regardless of age or thickness. Designed especially for use on exteriors and upright areas. Won't run, even on a vertical surface. Does a cleaner removing job quicker — and leaves no scorched spots to be sanded.

LINGERWETT

America's largest-selling liquid remover. Ideal for general indoor removing. Reduces paint, varnish, enamel, lacquer, shellac, etc., to a buttery sludge that can be peeled off easily with an ordinary putty knife.

NO-WASH

Effectively softens up any type of finish. Although slightly higher in price, No-Wash more than pays for itself in time and labor saved . . . *it completely eliminates the necessity of an after-wash!*

WILSON-IMPERIAL COMPANY
115 Chestnut St., Newark 5, N. J.

Order from your jobber

MAIL COUPON for information ➧

SAF-TE

Another example of a "specialized" remover. Saf-te was compounded specifically for jobs where fire prevention is all-important — hospitals, shipyards, etc. *It is absolutely non-inflammable!*

IMPERIAL *Rapid* BRUSH CLEANER

A fast-acting, ready-to-use cleaner that leaves brush bristles with their original spring and liveliness. No mixing; no stirring; no overnight soaking. Begins to dissolve the toughest paint instantly. Will not injure bristles or hands.

WIL-BOND

Prepares soiled or glossy surfaces for refinishing without messy washing down . . . without sanding! Easily applied with a cloth, Wil-Bond cleans, dulls, and sets up a slight "tack"—all in one operation. The new finish spreads easily, covers evenly, bonds perfectly.

WILSON-IMPERIAL CO., 115 Chestnut St., Newark 5, N. J. Dept. H-18

We are interested in handling the products checked below. Send information.

☐ WONDER-PASTE ☐ LINGERWETT ☐ NO-WASH ☐ SAF-TE
☐ IMPERIAL Rapid BRUSH CLEANER ☐ WIL-BOND

Name_____

Street_____

City_____ State_____

Digitized by Google

LOOK what's happened in only 3 months!

OVER 1,000 SIGNED UP FOR NEW

HERE'S WHAT YOU GET
in the quick-selling, paint-selling ACME 'package'

1. This handsome, convenient, easy to use display stand—the Spotlight Home Decorator—FREE. Plus sales helps, 14 piece lithographed window display, direct mail, 50-50 newspaper ads, color cards.



2. Big, powerful national-local advertising campaign—full-page, 4-color ads—aimed right at your customers in the magazines they read, believe in, buy from.



3. Kem-Tone tie-in—Acme's glorious new colors match, harmonize and contrast with Kem-Tone, biggest paint success in history. What a paint-selling tie-in!

4. Only the most popular and fastest selling colors in five Acme lines—Acme House Paint, Acme Enamel-Kote, Acme Semi-Gloss Finish, Acme Floor & Porch Enamel, Acme Varne-Lac.

WHAT A 'PACKAGE' PROFIT FOR YOU!

Digitized by Google

DEALERS ALREADY ACME PAINT DEAL!

"Just what we've always wanted!" say dealers about the New, Unusual ACME "Main Street America" program!

"A SUCCESS!" say dealers coast-to-coast who have already taken on the new Acme Main Street America package deal.

It's been a sellout—and no wonder! It's aimed directly at that huge paint-needing market right in your own territory. It makes them *want* to buy Acme . . . it makes it *easy* for them to buy Acme.

Just look at that powerful Acme foursome at the left! You can see why it's selling paint . . . lots of paint . . . fast. And it can sell for *you!*

WRITE...
PHONE...
or WIRE...
your ACME distributor today or ask us direct for details!

ACME WHITE LEAD & COLOR WORKS
Detroit 11, Michigan

ACME PAINTS

Digitized by Google

ALCLAD ALUMINUM INSECT SCREENING...



YOUR CUSTOMERS' BEST BUY!

Here's a tip on a winner! Stock up on insect screening *made of Alclad Aluminum*. It's the only commonly used metal screening that can never stain the woodwork or light masonry beneath windows. Other fast-selling features: Alclad Aluminum will not rust—streak, requires no painting; is strong, longer lasting.

No wonder aluminum screening is in such demand! Long years of intensive Alcoa research have produced this quality product that's sure to build customer good will—repeat orders and steady profits. Now's the time to order, through your regular trade channels, Alclad Aluminum Screening made of Alcoa Aluminum. ALUMINUM COMPANY OF AMERICA, 1753 Gulf Bldg., Pittsburgh 19, Pa.

3 REASONS WHY

NO STAINING

Alclad Aluminum will not stain or discolor the woodwork or light masonry beneath it.

NO RED RUST

Red rust is eliminated, appearance improved, in quality screening made of Alcoa Alclad Aluminum.

LIGHT, STRONG, DURABLE

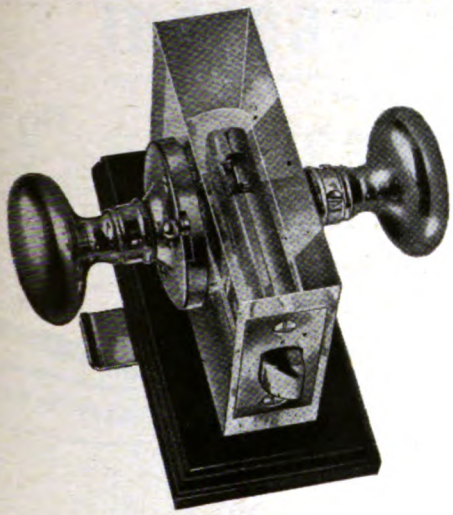
In every part of the country, customers are demanding more tough, long-lasting Alcoa Alclad Aluminum Screening.

This tag means *Quality*

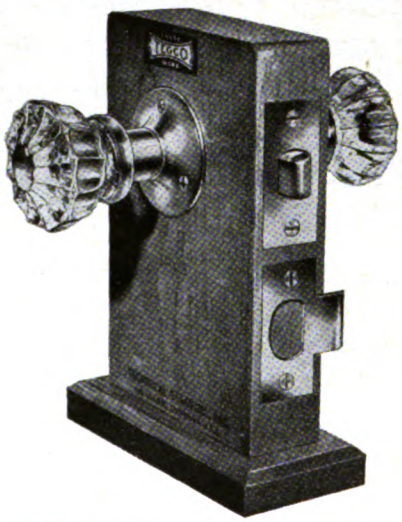


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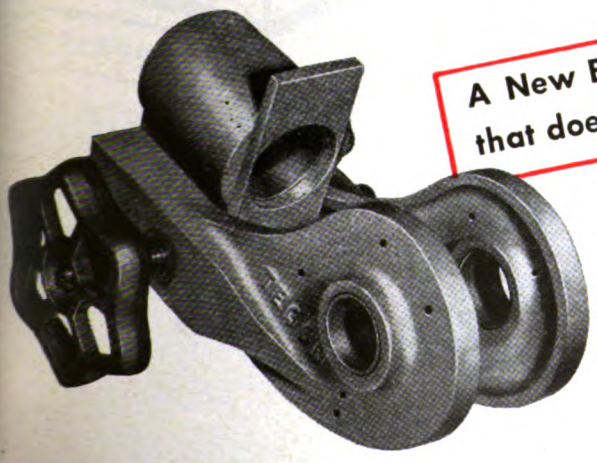
SURE-FIRE TEGCO sales helps



LUCITE DISPLAYS. These beautiful new TEGCO lucite displays sell latch and locking sets all by themselves! Demanded by the trade, they not only visualize their operation but enhance the appearance of your builders hardware section. Display includes either glass or metal knobs with latch or locking set—installed in polished lucite with wooden base finished in Chinese red.



WOOD DISPLAYS. TEGCO'S new wood displays are made from solid maple! These stylish, hardwood mounts can actually make your counter space worth *extra money to you.* Their distinctive, natural finish goes a long way in making your customers sell themselves. Order yours today! Set includes either glass or metal knobs with latch or locking set—installed in solid maple.



A New BORING JIG that does everything!

TEGCO'S new boring jigs offer features that are really terrific!

FOR EXAMPLE:

1. *Automatic centering for 7/8" latch bore and 5/8" backset bore.*
2. *Adjustable for doors from 1-1/8" to 2-1/8" wide.*
3. *Includes template for outlining face plate.*
4. *Includes template for marking exact locations of all screws used in roses—for BOTH latch and locking sets.*
5. *Steel drill bushings for longer life.*
6. *Extra wide drill bushings to insure easier, truer drilling.*
7. *Heavy duty aluminum construction.*
8. *Standard measurements.*

Carpenters really go for this faster and easier PRECISION METHOD of installation for latch and locking sets. Order a quantity to service your customers right away!

2050 East 48th Street TECHNICAL GLASS COMPANY, INC. Los Angeles 11, Calif.

Digitized by Google

A great name in any case!

SHOWMANSHIP is salesmanship—with "Thermos" brand vacuum ware.

Here's a name that adds prestige to almost all displays. Show this trade-mark to a housewife—and she thinks of convenience in packing lunches. Show it to a workman—he thinks of convenience in carrying lunches. A hostess thinks of efficiency. A sportsman thinks of service.

Actually, the name "Thermos" is a friend to all your trade. Keep this trade-mark before your customers always, and display *Thermos* **brand vacuum bottles and lunch kits—prominently—whenever you have them.**





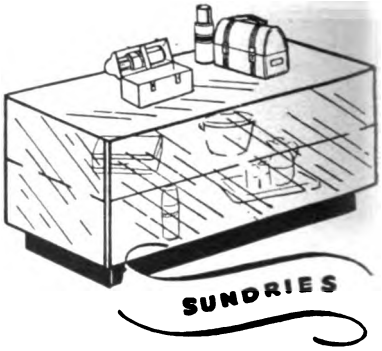




Remind your customers to ask again...

Even if your customers have exhausted your supply of vacuum bottles, display this small card. It identifies you as a "Thermos" dealer . . . reminds your customers to return and ask again for *Thermos* brand vacuum ware.

(This display is packed currently with "Thermos" brand pint vacuum bottles.)



THERMOS

TRADE-MARK REG. U. S. PAT. OFF.

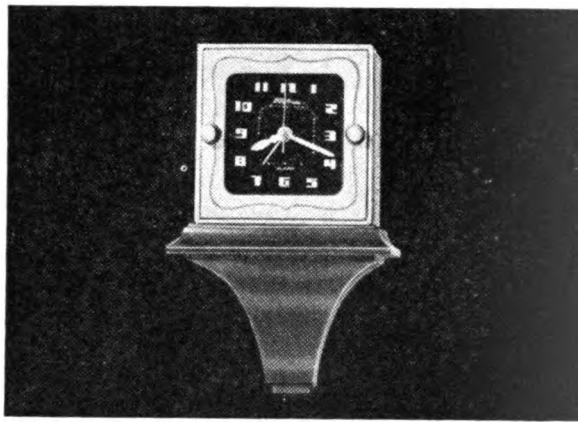
BRAND VACUUM BOTTLES AND LUNCH KITS

THE AMERICAN THERMOS BOTTLE COMPANY • NORWICH, CONNECTICUT

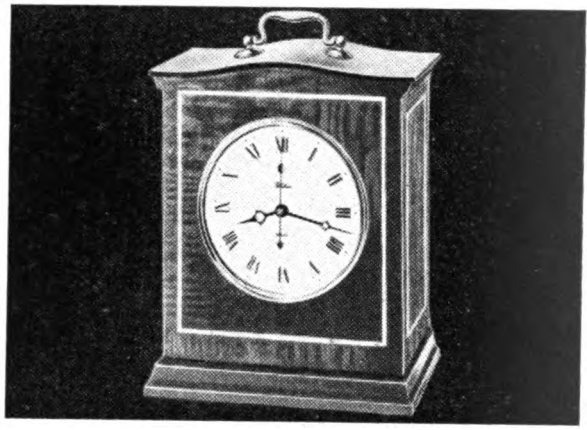
Thermos Bottle Co., Ltd., Toronto • Thermos Limited, London

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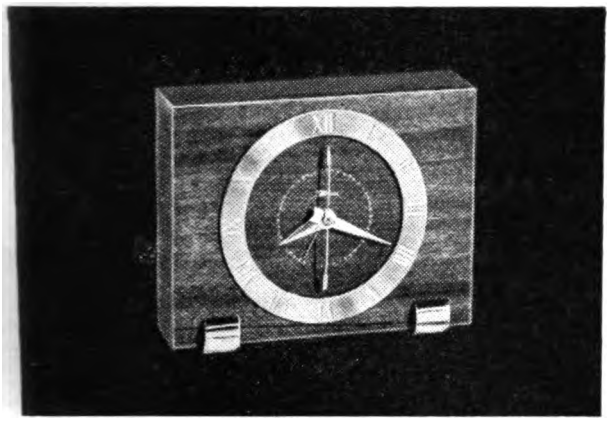
4 new *Telechron* clocks to increase your sales



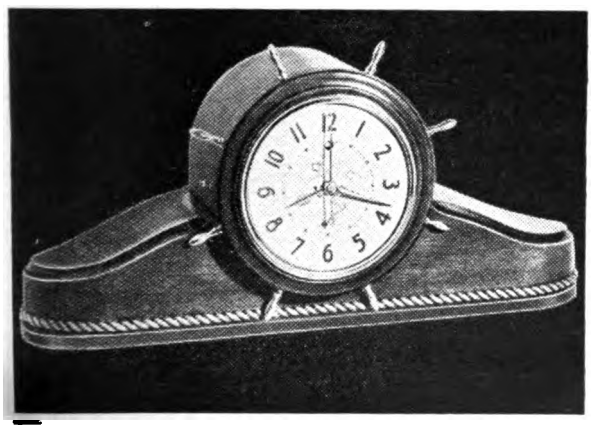
PIN-WALL ALARM . . . A new Telechron electric alarm that pins up, with a simple push-pin, on the wall. Alarm switch is on front. Ivory color with contrasting mahogany color at its decorative base.



WICKFORD . . . Authentic period style Telechron in mahogany finish, with white holly inlay. Hour and half-hour strike. Roman numerals.



MAHOGANY AIRLUX . . . Telechron alarm and occasional clock, modern and smart. Mahogany wood-block case, numeral band in gold-colored metal, etched and filled.



RESOLUTE . . . Nautical design Telechron, mahogany finish wood case with decorative carved rope trim. Strikes the hour and half-hour in ship's bell sequence.

Here are your answers to the demand for handsome showpiece electric clocks. In gleaming wood, gracefully styled, rich in detail, these new Telechrons add a smart note to a room; they make really fine gifts.

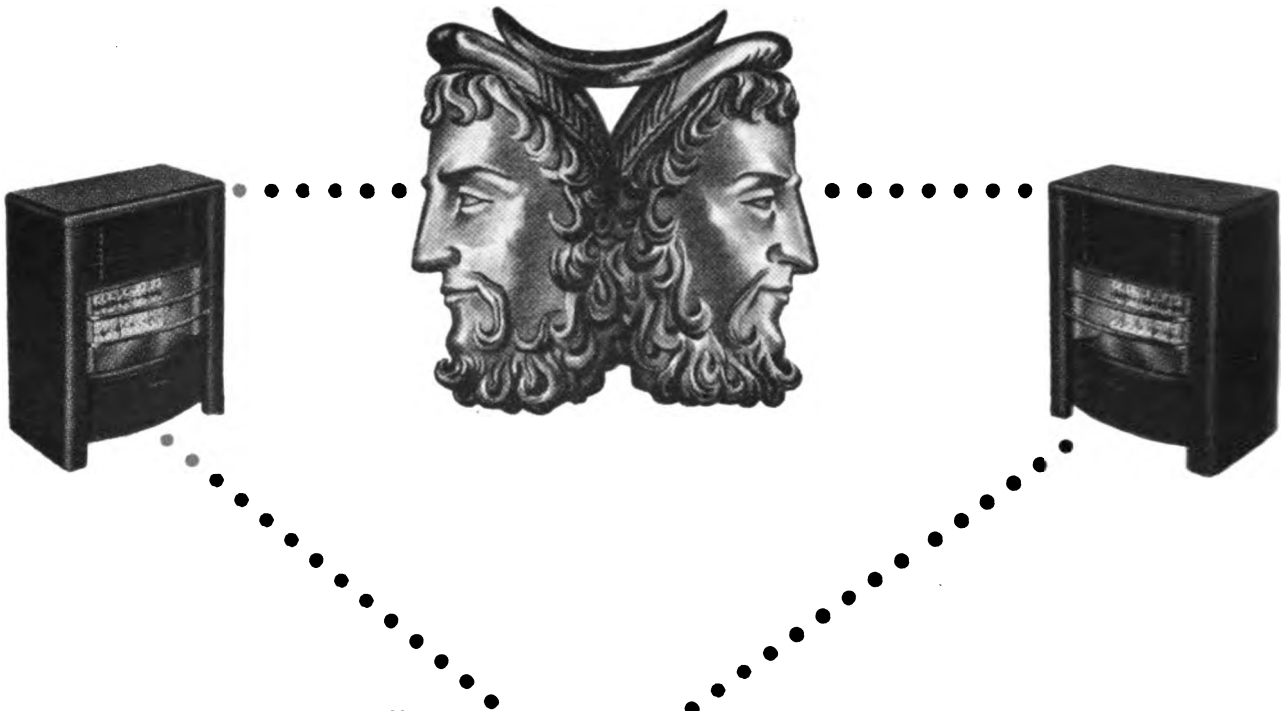
And because they're Telechrons, you can recommend them with pride as timepieces that can be depended on for years of accurate service. They never need winding, oiling, or regulating . . . they never run fast or slow. Every one has the famous long-life Telechron motor that has long been making accurate Telechrons the best-selling electric clocks in the world. Place your order for these four Telechrons with your distributor now.

TELECHRON INC. • ASHLAND, MASSACHUSETTS

THE FIRST AND FAVORITE ELECTRIC CLOCK

Telechron
REG. U.S. PAT. OFF.
ELECTRIC CLOCKS

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Janus had the right idea...

January is named after an old Roman god named Janus—a gentleman who was unique in that he had one face in front, plus another behind—so that he could look over the old year and forward into the new one.

It's a good idea. Look back over the heater lines that have really "gone to town" for you during the past year—and look forward toward the ones that will be real money-makers during the coming year. In both directions you'll see one outstanding line of heaters—DEARBORN.

Dearborn's phenomenal success has been built on two very solid facts: 1) The Dearborn is the finest, safest—and best looking—gas heater on the market. 2) We've told the world about it in no uncertain terms, with one of the strongest consumer advertising campaigns ever produced by a heater manufacturer.

LOOKING FORWARD: *Both* of these factors will continue, during the coming year, to make Dearborn the top heater line on every count!

Dearborn

1700 West Commerce Street • Dallas, Texas

BRANCH OFFICES:

Merchandise Mart
Suite 1490
CHICAGO, ILLINOIS

3625 South Grand Avenue
LOS ANGELES, CALIFORNIA

Merchandise Mart
1355 Market Street
SAN FRANCISCO, CALIFORNIA

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FREE SILEX PARTS DISPLAY SELLS REPLACEMENTS ON SIGHT!

IT'S COMPACT — only 25" high x 20" wide x 15" deep. Yet it features 18 Silex parts.

IT LIGHTS UP 2 ways—Illuminated by 2 tubular bulbs—spotlights the parts—features SILEX in red.

IT'S COLORFUL—Attractive blue lacquer—yellow silk screen printing—Red Silex Trademark.

IT'S NEAT—Complete display is on the board. It comes mounted. Unpack and you're ready for business!

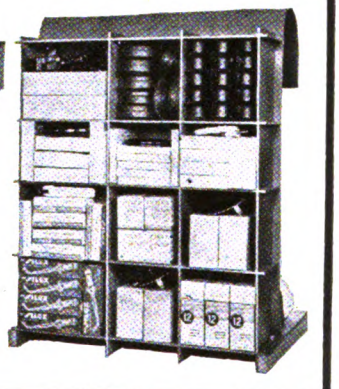


BINS STORE EXTRA STOCK—In back you keep extra merchandise in neat bins.

IT'S STURDY—Well made of permanent materials—will stand up under everyday wear and tear.

SAVES TIME—No more hunting through piles of merchandise for items requested.

BUILDS TRAFFIC—Establishes your store as headquarters for Silex parts.



Dealers!

Act NOW to get the FREE DISPLAY and EXTRA PROFITS DEAL

Double—yes, triple and quadruple your sales of Silex Replacement parts by using this easy-selling Silex "Self-Merchandiser." Check the advantages—You'll agree that this deal will put you in the replacement parts business in a big way, as the demand for replacement parts is constant. But act quickly — it's first come, first served. Sit down now and fill out the convenient order card—send it to your distributor TODAY.

HERE'S WHAT YOU GET:

Quan.	Description	List Price
3	Lower wide neck bowl, 8 cup plain	$4.35
3	Upper wide neck bowl, 8 cup plain	5.25
2	Lower wide neck bowl plat. dec., 8 cup	3.30
2	Upper wide neck bowl plat. dec., 8 cup	3.90
2	Narrow neck lower bowl, 8 cup plain	3.50
2	Narrow neck upper bowl, 8 cup plain	4.10

Quan.	Description	List Price
2	Anyheet control cords	$3.90
2	Heating elements	1.90
2	Chromium decanter covers	1.50
2	Molded decanter covers, black	.60
2	Molded covers, upper bowl, black	.60
12	Lox-in Glass Filters	9.00

Quan.	Description	List Price
3	Flavor-Guard Filters	$1.50
2	Pop-up handles, white	2.50
2	Plain molded handles, black	1.90
4	Individual Boxes of 12 filter cloths	1.40
6	Rubber Plugs for wide neck	2.10
3	Rubber Plugs for narrow neck	.75
	Total	$52.05

Only one deal to a store!

List Price of Replacement Parts $52.05
PLUS ... FREE Self-Merchandiser Display 15.00
You Receive Total LIST VALUE $67.05

YOUR COST—only— **$33.83**

ORDER THIS COMPLETE DEAL BY CAT. NO. 5129-001

Send This Coupon To Your Silex Distributor

Mr. Distributor:

Yes, I want the Extra Sales I can get with the New Silex Replacement Parts Deal.

Enter my order at once for Catalog No. 5129-001 at $33.83. F.O.B. New Haven, Conn.

I understand that I will receive at the same time FREE the $15 Silex Illuminated Self-merchandiser Replacement Parts Board.

Name_____

Address_____

City_____ State_____

THE SILEX COMPANY, HARTFORD 2, CONN.

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"Zipper Top"



PULL any loop to OPEN
PUSH any loop to CLOSE

America's most unique Rubbish Burner



PULL any loop — IT'S OPEN!



PUSH any loop — IT'S CLOSED!

SAG-PROOF BOTTOM
that speeds burning





PAT. NO. 1,921,295

HEAVY DUTY
HW303—Heavy-duty Zipper Top for those who want the best. Extra-heavy rust-resisting galvanized wire, 1" mesh. 28" high, 19" top diameter, 10% more capacity. Weight 100 lbs. to the dozen.

PRICE LEADER
HW 1270 — Price leader Economy Zipper Top, exceptional value. Rust-resisting galvanized finish, sturdy construction. 2" mesh, 26" high, 18" top diameter. Weight 65 lbs. to the dozen.



For the biggest buy in rubbish burners, feature the novel ZIPPER TOP . . . the ONLY burner with the "push-pull" top you can't lose . . . AND the sag-proof "Volcano" bottom that speeds burning. One complete unit. No loose parts. Available in Price Leader and Heavy Duty models. Shipped nested a dozen to a bundle, in new protective wire shipping sleeve.

ZIPPER TOP has the most unusual top of any rubbish burner Pull any loop to open. Push any loop to close. ZIPPER TOP is the only burner with the conical bottom that provides better draft and is 300% stronger than flat-bottom construction.

Cash in on these two outstanding features . . . sell the ZIPPER TOP Rubbish Burners.

"Doggone! Now I'm two covers short!"



THIS WILL NEVER HAPPEN TO YOU WITH ZIPPER TOP RUBBISH BURNERS—NO LOOSE PARTS

No more lost or damaged covers when you handle compact "one-piece" Zipper Top Rubbish Burners. Eliminate the nuisance and expense of replacement. What's more, Zipper Tops are shipped nested — a dozen take up less cubic space than four ordinary burners. This saves valuable space in the warehouse and on the sales floor — cuts handling time.

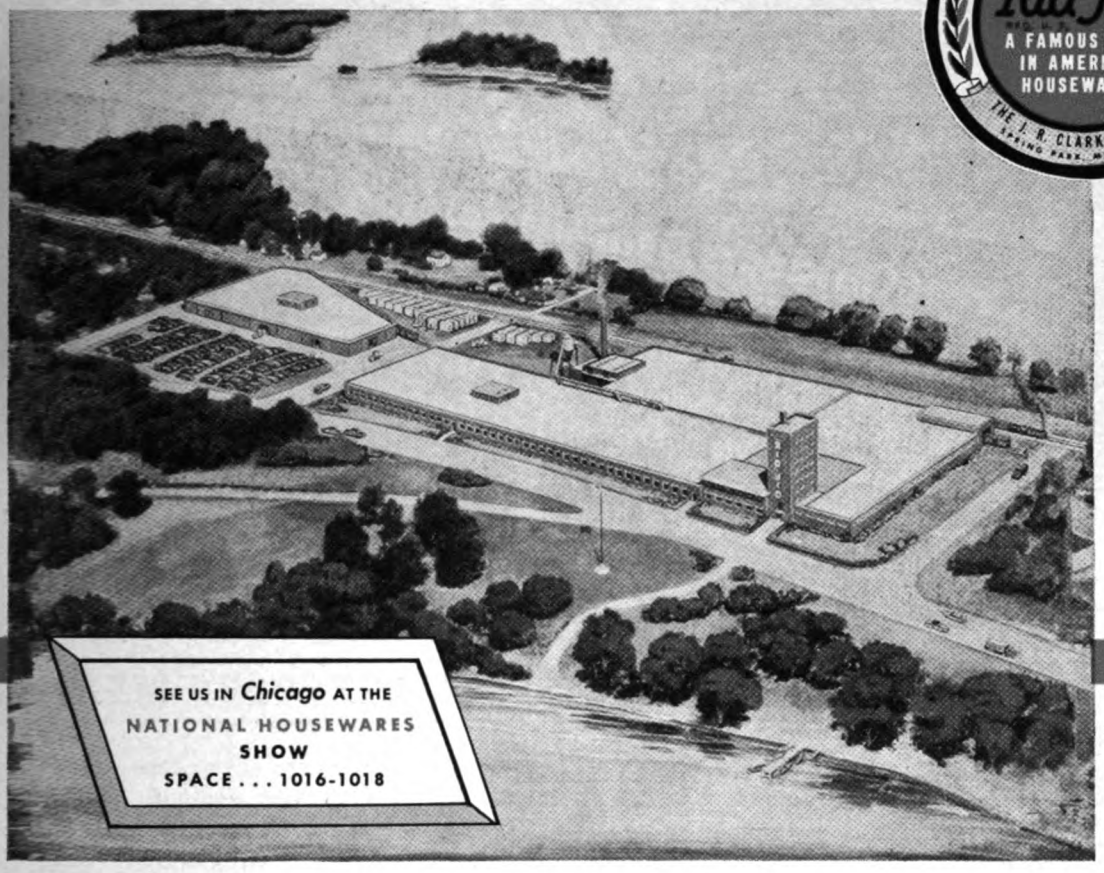
Come and See Us
We'll be in booth 1032 at the Housewares Show at the International Amphitheatre, Chicago, Jan. 15-22.
And in booth 856 at the Ohio Hardware Show — at the Public Auditorium, Cleveland, February 3-6.

UNION STEEL PRODUCTS COMPANY
126 BERRIEN STREET ALBION, MICHIGAN

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NEW *Million Dollar Plant*

PRODUCTS OF MERIT SINCE 1878
Rid-Jid
A FAMOUS NAME IN AMERICAN HOUSEWARES
THE J. R. CLARK COMPANY
SPRING PARK, MINNESOTA



By the Waters of Minnetonka

★ ★ ★

With facilities unequalled, Rid-Jid celebrates its 70th anniversary in its new home at Spring Park, (Lake Minnetonka) Minnesota . . . ultra modern, streamlined, super-efficient.

In this new plant, the J. R. Clark Company is ready to create even greater values for the famous Rid-Jid trade mark.

- *Rid-Jid* **IRONING TABLES**
- *Rid-Jid* **PAD and COVER SETS**
- *Rid-Jid* **LADDERS**
- *Rid-Jid* **CLOTHES RACKS**

By Invitation Member
Emblem of BUSINESS CHARACTER
Rice Leaders of the World Association
Represents High Standing in NAME-PRODUCT-POLICY

THE J. R. CLARK COMPANY

New Address . . . Spring Park, Minnesota
AFTER JAN. 1, 1948

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"Great Outdoors Deal" in Poloron PICNIC JUGS, ICE BOXES and GRILLS, gives dealers:

- a lively outdoors products department for the store
- 10 traffic-stopping window display pieces
- a hard-selling inside floor display
- a complete series of forceful ad mats
- sales helps on dozens of items you regularly carry

FREE!



Courtesy of Sports Afield magazine. Based on U. S. Dept. of Commerce figures.

HELPS YOU GET YOUR FULL SHARE OF THE 6 BILLION DOLLAR OUTDOORS MARKET

Yes, $6,000,000,000—that's what Americans spend each year for pleasure out of doors—for fishing, picnicking, bathing, boating, hunting, etc. *An enormous market for the hardware retailer.*

Poloron, maker of the "Woodland" and "Thermaster" lines, brings you merchandise with which to tap this great market.

But, more than that, Poloron gives you a retail promotion plan and display pieces—featuring, not just Poloron products, but dozens of other outdoor products you carry.

Right in your community your neighbors will spend thousands of dollars for fun out of doors. The Poloron "Great Outdoors Deal" is just what you need to bring that business *right to your cash register.*

TWICE THE TOTAL SALE OF ALL GASOLINE FILLING STATIONS

TWICE THE TOTAL RETAIL SALES OF ALL DRUG STORES

THREE TIMES ALL RETAIL LIQUOR SALES

FIVE TIMES ALL RETAIL JEWELRY STORE SALES

Thermaster 8-hour Bottle. Guaranteed to keep food or liquids cold for 8 hours, hot for 6.

Woodland Portable Ice Box. Wonderful for picnics, outings, fishing. Has removable ice container. Insulated throughout.

For window—or for floor—a complete, colorful, outdoors products display.





Woodland Lightweight Picnic Jug. Unbreakable. All-metal liner is much lighter, more efficient than stoneware.

Woodland Folding Grill. Light and compact to carry. Easy and quick to set up. All one piece.

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IT'S THE BIGGEST EVER!

THESE FULL-COLOR DISPLAY PIECES FREE!

CREATE A COLORFUL "OUTDOORS DEPARTMENT" IN YOUR STORE—These beautiful, full-color, FREE display pieces feature not only Poloron products but give you a complete outdoors promotion of the widest possible appeal. They'll make your store the obvious place in town to buy any of the hundreds of outdoors products.



Three 4-color posters for your window . . . 21" high.



This handsome lithographed display in 8 colors. 38" x 42"





ENJOY THE GREAT OUTDOORS!

This 2-color ribbon for your window . . . 42" long.



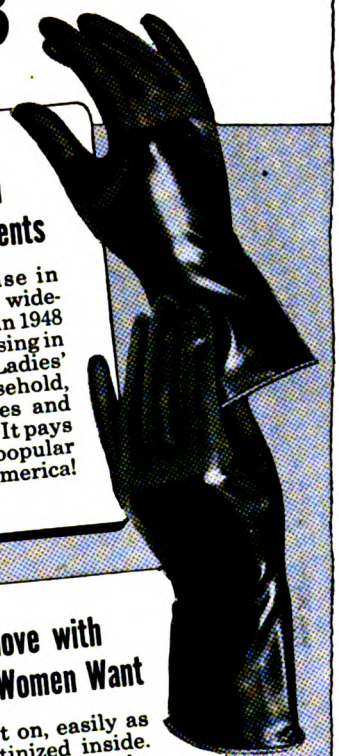
Five colorful, flashy streamers on related merchandise (not made by Poloron) to make this an all-inclusive outdoors promotion.

It's easy to qualify for the "GREAT OUTDOORS DEAL." Ask your Poloron jobber about it . . . or write us.

POLORON PRODUCTS, INC. Great Products for the Great Outdoors
New Rochelle, N. Y.

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Why it Pays You to Sell Ebonettes in 1948



1 Over 80 Million National Advertisements

A tremendous increase in sales last year due to widespread demand. Now in 1948 more national advertising in Good Housekeeping, Ladies' Home Journal, Household, Charm, Better Homes and Gardens and Sunset. It pays you to sell the most popular household glove in America!

2 The Only Glove with ALL the Features Women Want

Ebonettes pull right on, easily as a cotton glove – satinized inside. Short fingers fit every hand to the tips – no floppy ends. Curved fingers and roomier palms for new comfort. Non-slip fingers that hold wet things as if dry. Extra long wear – made of oil-resistant DuPont neoprene. No wonder women love Ebonettes!



3 And Money-Making Advantages for Your Store

Only 3 sizes to stock – small, medium, large. Attractive dozen display carton. Handsome profit at 59¢ MFT.



Thousands of stores know by their cash registers what we're talking about. It's easier to sell the leader – sell Ebonettes and do a real household glove business in 1948. Order from your wholesaler now! The Pioneer Rubber Co., 306 Tiffin Rd., Willard, Ohio; Los Angeles, U.S.A.

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping AS ADVERTISED THEREIN

OVER *30 Years* OF QUALITY GLOVE MAKING

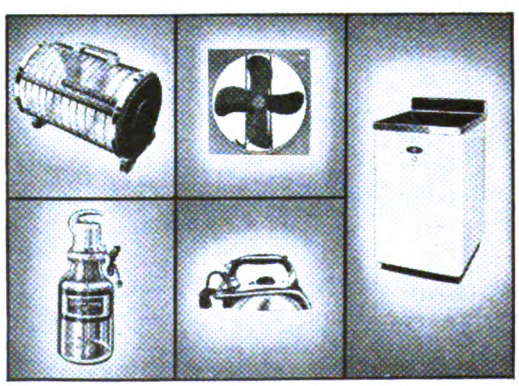
"TOPS"

They Say About TOP LINE



EVERYBODY is talking about the beautiful, new 1948 work-saving, money-saving TOP LINE electric appliances designed to help home-makers turn their houses into homes . . . the sensational cylinder-type electric room heater . . . the marvelous new table-top 30-gallon electric water heater with the scratch- and scorch-proof plastic top . . . the streamlined, super-size electric iron . . . the breeze-building attic fan . . . and the light-weight, easily operated electric churn that takes the "irk" out of butter-making.

See them ALL at the
National Housewares and Major Appliance Manufacturers Exhibit
January 15-22, 1948
Booths 521-523 International Amphitheatre
Chicago
See why your customers say
"TOP LINE is TOPS!"



Address:
Dept. H.

TOP LINE TRADEMARK REG. U. S. PAT. OFF. HOME APPLIANCES

UL

TENNESSEE VALLEY MARKETERS, INC.

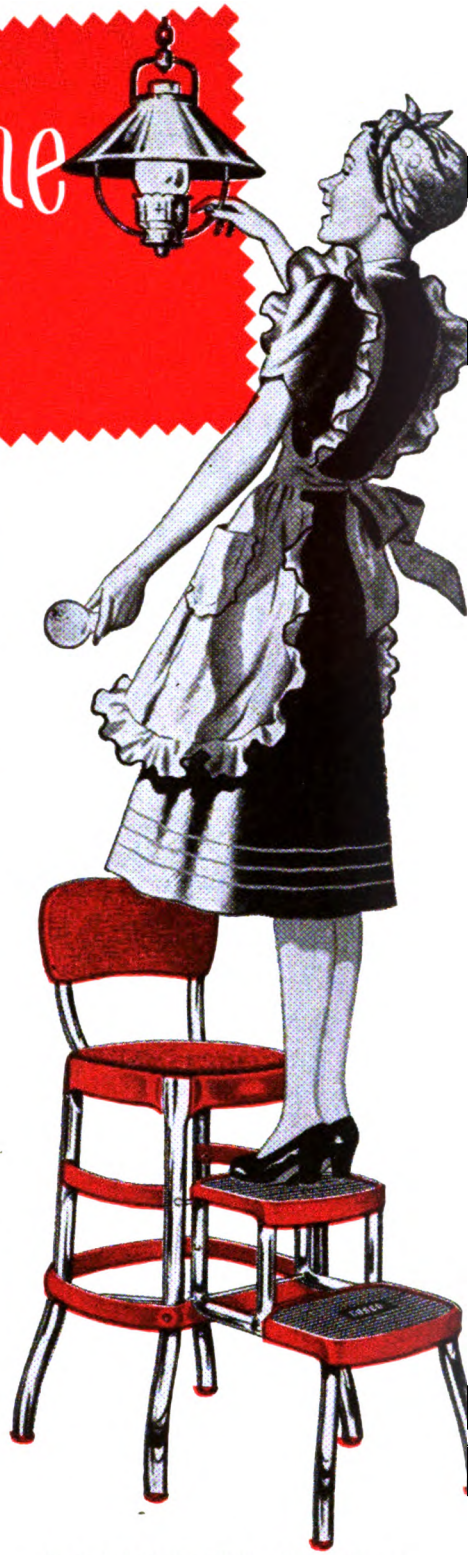
Pioneers in Electrical Appliance Manufacture in the Tennessee Valley

117 NINTH AVE., NO. NASHVILLE 3, TENNESSEE

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Nothing takes the place of a stool





That's the theme of the big springtime campaign to help you sell more COSCO Stools

● For countless needs in the home, *nothing takes the place of a stool.* To fix that fact firmly in your customers' minds—and to help you make springtime, '48, a banner season for Cosco sales—Cosco is launching a great, new campaign of consumer advertising in leading national magazines which, between January and July alone, will carry a total of 24,357,296 "Buy Cosco messages."

These attention-compelling ads, and others that will follow throughout the year, will feature the completeness of the fair-traded Cosco line . . . the sturdy, smart styling and the many sell-on-sight features of every model: step stools, kitchen stools, bar stools, ironer stools and bathroom stools.

Your Cosco distributor is eager to help you pyramid your profits. Write him for details on Cosco's powerful "spring offensive" and the many profitable promotion and point-of-sale aids available to you with this consumer-preferred line. Just mail the coupon below. Or, if you don't know your Cosco distributor's name, send it directly to us.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

Makers of the safer, all-metal COSCO step ladders

Illustrated: Model 4-D Step Stool, with upholstered seat and back, durable chromium finish. A COSCO sales leader!

Guaranteed by Good Housekeeping — Replacement or Refund of Money if Not as Advertised Therein

COSCO stools

"styled for sitting pretty"

Gentlemen:

Please send me complete sample kit of advertising and selling aids on () COSCO Stools; () COSCO Step Ladders. () Names of COSCO distributors. I am () am not () a COSCO dealer now.

Name.....

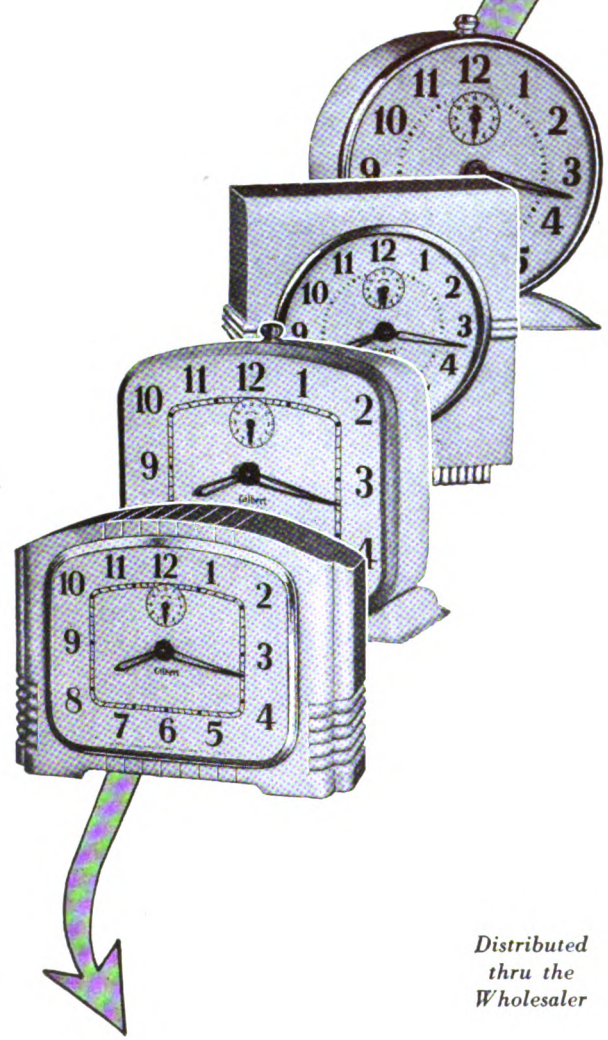
Company.....

Address.....

City and State.....

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FAST SELLERS . . .



Distributed thru the Wholesaler

GILBERT *alarm* CLOCKS

manufactured and guaranteed by

THE WM. L. GILBERT CLOCK CORP.

CLOCK MAKERS TO THE NATION SINCE 1807

WINSTED, CONN.
LACONIA, N. H.

551 Fifth Avenue
New York 17, N. Y.

141 W. Jackson Blvd.
Chicago 4, Ill.

COUNSELOR
STREAMLINED *Scales*



Examine this new model

FOR BEAUTY, ACCURACY, VALUE

Styled in smart, modern motif • Large magnifying lens for easy reading • Rolled front platform covered with ribbed rubber prevents scuffing front of scale • Durable baked enamel finish • Twin-Flex Springs assure highest standard of accuracy • Zerostat precision control returns dial to exact zero when weight is removed from platform • Stamina for years of dependable service • Shipping weight 9½ pounds • When you examine this new Counselor you'll know why it is a "best seller"... why it should be included in your plans.

Sold by Leading Jobbers

THE BREARLEY CO.

ROCKFORD, ILLINOIS
1125 Broadway, NEW YORK

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...HANG YOUR HAT

at the Wear-Ever booth during the Chicago National Housewares Exhibit, January 15th to the 22nd. We're eager to see you again and find out how Wear-Ever can continue to serve you best. Spaces 1210 and 1212.

WEAR-EVER *Aluminum*

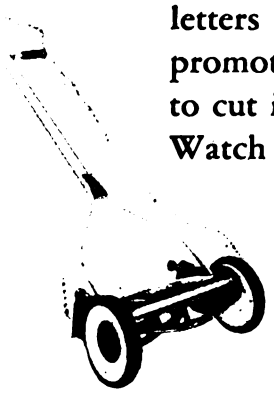
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it simply had to happen!...

the day when the power lawn mower came of age—the day when REO—one of the most respected names in the automotive field announced its revolutionary program for advertising and merchandising power lawn mowers to America's millions.

It's a powerhouse program packed with sales dynamite, built on the prestige of a name known to everyone who has grass to cut! It's a name that stands for the most advanced techniques in mechanical design—mass production of precision products. It's a company applying the successful sales and advertising strategy that made the automobile great to bring new customers, new dollars to every hardware store featuring the famous REO line.

REO will help you sell with pre-tested localized sales tools—customer letters and folders, newspaper ads, store display material and packaged promotion plans. Everyone in your community who has grass to cut is going to become a '
Watch the folks in your neig



REO MICHIGAN NOISELESS—the finest hand mower money can buy—at a price anyone can afford. *Ask for bulletin.*

or wire him or contact the factory.



-INCH SNOW PLOW
TACHMENT FOR WINTER
asily converts TRIMALAWN
a labor-saving snow

REO MOTORS, INC.
LAWN MOWER DIVISION

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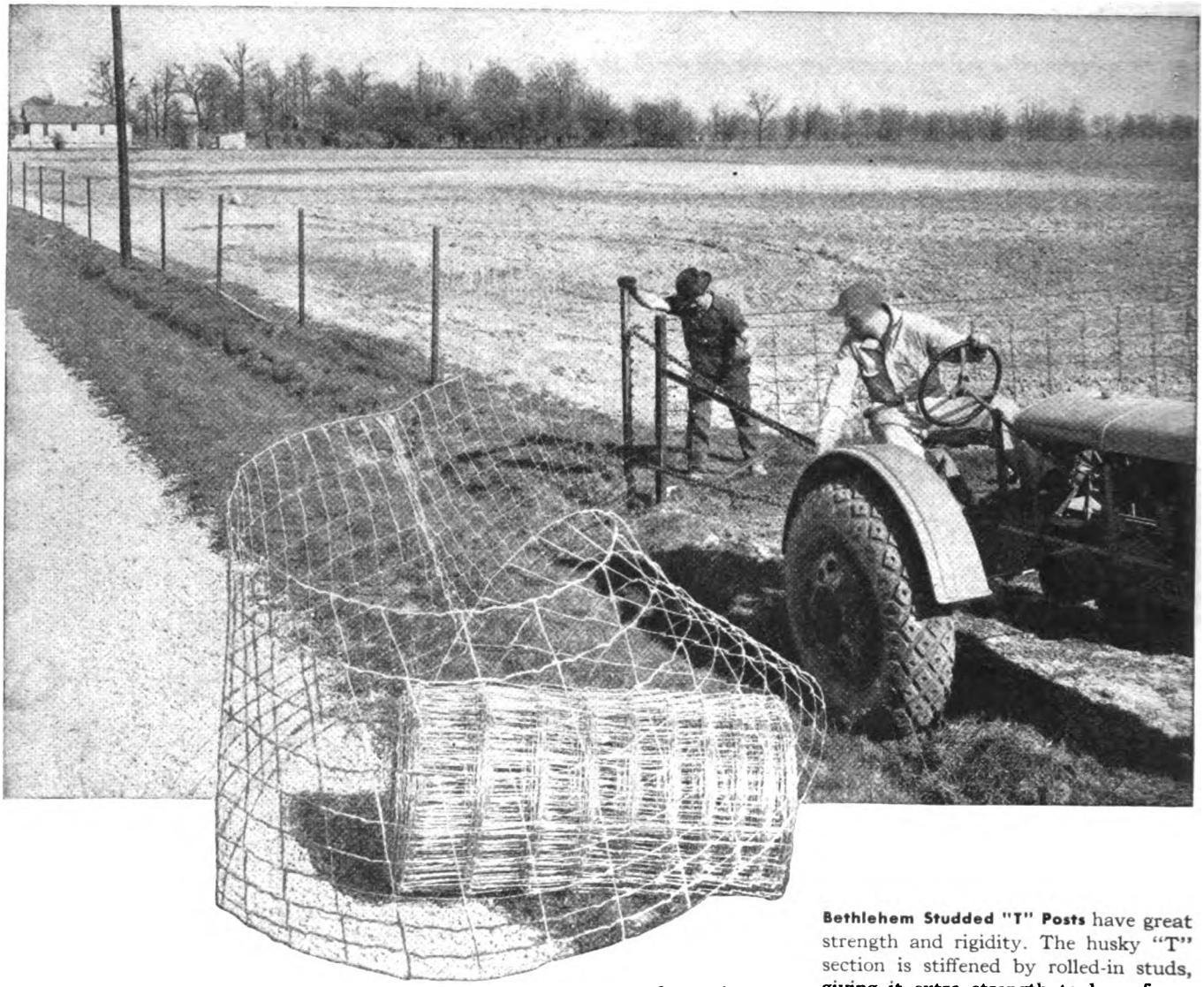
REO"

Put the Great REO Name to Work for You

Tie-in with the prestige, the integrity, the stability, the leadership that REO stands for. . . . You'll profit from the power of a consistent campaign of full page, 2-color ads and half page ads in the Saturday Evening Post and Better Homes and Gardens — selling the REO story to every worthwhile customer and prospect in your community.



REO Trimalawn—the "class" of the power lawn mower field—with exclusive features found in



680 Million is a lot of Fence Posts

No one knows how many fence posts there are on American farms. But even if we assumed only one hundred posts for each farm, that makes a total of some 680 million posts. And that's a lot of fence posts!

Right now many farm fence posts are rotted, worn out, leaning over at crazy angles. Fencing has had to be neglected, for manpower and materials have been scarce. The result? Never has there been such need for fence repair and replacement. This means big business ahead for you!

Now is the time to place your order with your jobber for Bethlehem fence posts and other products used on farms.

Hardware Products that SELL!

FENCE POSTS • WOVEN-WIRE FENCE • BARBED WIRE • SILVER STAR BALE TIES
NAILS AND STAPLES • BOLTS AND NUTS • GALVANIZED SHEETS FOR ROOFING AND SIDING

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation
Export Distributor: Bethlehem Steel Export Corporation

STEEL FENCE POSTS

Bethlehem Studded "T" Posts have great strength and rigidity. The husky "T" section is stiffened by rolled-in studs, giving it extra strength to keep fence trim and tight for years. The extra-large anchor plate keeps the posts upright and steady, yet they are easy to drive. They are painted an attractive red, and supplied in lengths from 5 to 8 feet.

Bethlehem Fence is well-coated with zinc for protection against rust. This popular woven-wire fence has the hinge-joint, cut-stay design that means easy erection, long life, and trim appearance. There are standard styles and sizes for every farm need.

Bethlehem Barbed Wire is supplied on 80-rod spools in a complete range of popular styles, with both two and four-point barbs. The strands are of full-gauge wire, thoroughly galvanized for rust resistance. The barbs are sharp, tightly wrapped, and equally spaced.

BETHLEHEM STEEL

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HERE IT IS!
THE NEW 1948 MODEL
DIXIE MAID





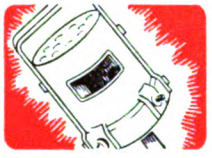
With the New All-Size Aluminum Splash Plate

Now available—a beautiful new lightweight Dixie-Maid electric churn in gleaming, easy-to-clean aluminum. Users everywhere acclaim the long, trouble-free performance. Dealers acclaim the quality and beauty of this new model . . . characteristics that promote quick customer acceptance. Compare! You'll agree it's the finest electric churn for the money in America today!

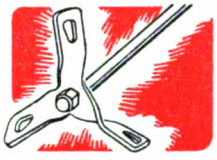
Just Look at These Exclusive Features



ONLY DIXIE-MAID has this large graduated aluminum splash plate. Fits any size stone crock or glass jar snugly.



ONLY DIXIE-MAID has this heavy gauge aluminum motor housing with convenient carrying handle.



ONLY DIXIE-MAID gives you the quick agitation provided by this propeller-type all aluminum dasher.

DEALERS—

Order sample machine, get free folders and advertising mat.

DEALER COST	$11.94
RETAIL	17.95

JOBBERS—

Write for attractive jobbing proposition.

Dixie-Maid
ELECTRIC CHURNS

MANUFACTURED BY

SOUTHERN ELECTRIC PRODUCTS

ANDERSON, SOUTH CAROLINA

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IT'S NEW!

Bridgeport

IMPROVED AER*A*SOL HOUSEHOLD INSECT KILLER

New LOW PRICE!
Faster Turnover—Greater Profit

New AUTOMATIC VALVE!
Finger-Tip Control—Sprays From Any Angle

New FORMULA!
More Effective for Crawling Insects

New PLEASANT ODOR!
Women Like It—by Actual Test



$7.08 PROFIT PER DOZEN!
NOW FAIR TRADED $1.85 EACH

CONTAINS DDT

NOW A COMPLETE LINE!

Bridgeport Famous "Blue" Aer-a-sol Insecticide in the 3½, 15, and 16 oz. sizes... and now the NEW 12 oz. container. The *only* complete Aer-a-sol Insecticide line.

KILLS: Moths, Roaches, Ants, Fleas, Bedbugs, Spiders, Flies, Wasps, Hornets, Mosquitoes, Silver Fish, Water-bugs, etc.

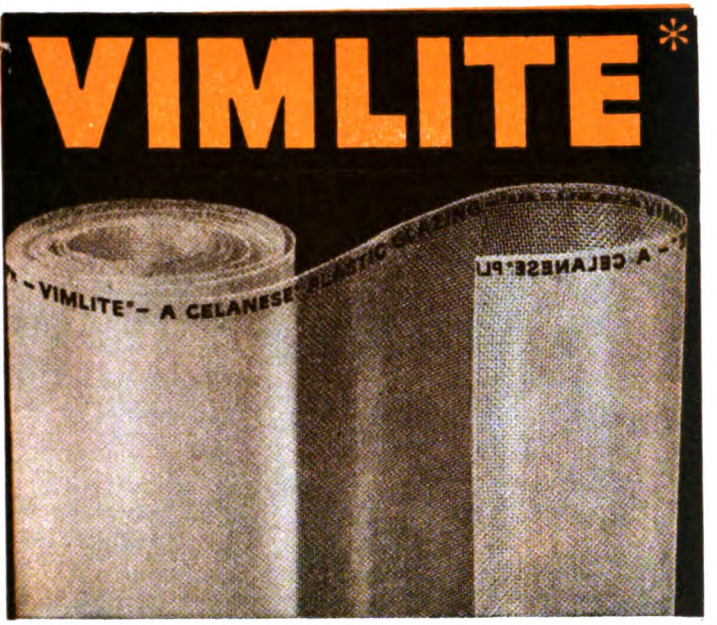
Backed by National Advertising. You get the full benefit of a powerful schedule of hard-hitting advertisements timed for the insect season, plus a complete set of store-tested point-of-sale display material.

Guaranteed by Good Housekeeping

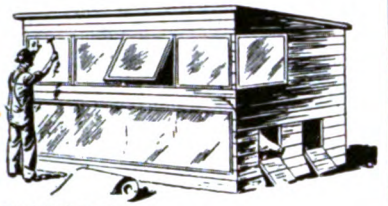
BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONN.
80 YEARS OF QUALITY PRODUCTS

Digitized by Google

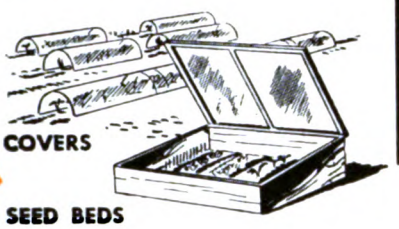
MAKE $ALES WITH VIMLITE*



SALE...$



FARM BUILDINGS



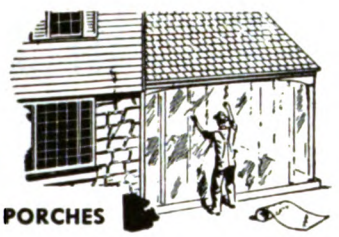
ROW COVERS

SALE...$ SEED BEDS

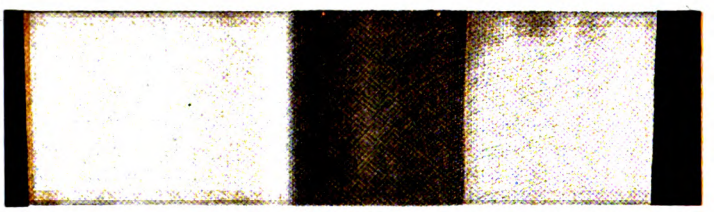
Celanese* PLASTIC GLAZING

Super-strong...Longer-Lasting

SALE...$



PORCHES



SALE...$



STORM SASH

SALE...$



FACTORY PARTITIONS

Nearly everybody has a use for Vimlite—**ON THE FARM; IN THE HOME, OFFICE, SHOP AND FACTORY.** And every day—through Celanese advertising in national magazines such as Farm Journal, Country Gentleman, Poultry Tribune and Better Farming Methods—more and more people are reading about Vimlite . . . will be asking for this all-purpose Celanese plastic at your store. Keep ample stocks of Vimlite on hand and get your share of this profitable business. If your wholesaler doesn't have Vimlite in stock, write us, and we will see that you are supplied. Celanese Corporation of America, Plastics Division, Dept. F, 180 Madison Avenue, New York 16, N. Y.

SALE...$



PLAYCABINS



*Reg. U. S. Pat. Off.

VIMLITE...ALL-PURPOSE CELANESE* PLASTIC

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Eclipse

POWER MOWERS

Over 45 years of Engineering and Production Experience Devoted Exclusively To Lawn Mowers



WITH THE "PREFERRED POWER" OF 4 CYCLE BRIGGS & STRATTON GASOLINE ENGINES

THE ROCKET
Popular Model in an outstanding line with sizes and prices that meet every mowing requirement.

More $$ in Handling THE BEST!

There's a longer profit in selling the unmatched performance and handling ease of an Eclipse. The experienced skill of firmly established reliable lawn mower specialists assures top quality. The smooth quiet dependable operation of Briggs & Stratton engines has earned world-wide recognition. This combination provides effortless economical motorized mowing at its best. No mixing of oil and gas. No fumes. No smoke.

Lasting precision mowing under severe conditions of hard use builds plenty of satisfied customers... plenty of Eclipse buyers. The net result is a fast-moving quality item that will continue to pay good profits to dealers holding an authorized Eclipse franchise.

A COMPLETE LINE OF POWER AND HAND MODELS

THE ECLIPSE LAWN MOWER CO.
PROPHETSTOWN, ILLINOIS

Only Eclipse has all these Features

An Eclipse is a POWER mower in every sense of the word. The mower... not the man... does the work. Among outstanding sales-clinching points are many exclusive features.

POWER Driven Wheels • POWER Driven Reel • POWER Driven Sharpener • Finger Tip Control and Adjustment • Positive Action Clutch • Natural Grip All-Steel Handle • Heavy Duty Reel and Oil Tempered Knife • Rugged Puncture Proof Tires Beautiful Weather Resistant Finish

THE WORLD'S BEST LAWN MOWER ★ Sold only by Authorized Franchised Dealers

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"Retail hardware dealers are finding it necessary to put more effort into their selling . . . Customers now seeking quality goods and—shopping around."

—William F. Ewert, Executive Secretary
Illinois Retail Hardware Association



IT'S EASY FOR YOU TO SELL HARD when you feature this Green Spot coordinated merchandising program

For the first time, you can offer your customers everything in garden hose equipment . . . from one source of supply . . . in one eye-catching product display. No matter how much or little space you have, you can put this display to work on your counter.

At right you see the many sales helps included in Scovill's hard-hitting Green Spot promotion. From display cards, designed to get the merchandise into customers' hands, to package inserts that create related sales . . . everything has been *coordinated* to make it easy to sell garden hose equipment.

This is not another seasonal promotion but a *long-range* Scovill merchandising program. You can count on "Green Spot" year after year as a *bright spot* in your sales picture.

SCOVILL MANUFACTURING COMPANY
36 Mill Street, Waterbury 91, Conn.

HERE'S HARD-HITTING SALES HELP



PRODUCT TAGS—colorful, informative. They build goodwill, bring customers back to your store.



PACKAGE INSERTS—suggest to your customers other Green Spot garden hose equipment.



NEW PACKAGE—sturdy, eye-appealing. Product easily identified, catalog number and quantity in box in large, easy-to-read type.



NEWSPAPER MATS—furnished free. Let your customers know you sell the finest garden hose equipment. Mats on every item.



COUNTER DISPLAY—includes feature display card (15 x 21½ in.) plus two "Silent Salesmen" product cards. Assures fast, steady sales of Green Spot quality line.



Green Spot

KEEPS THAT SPOT GREEN

GARDEN HOSE EQUIPMENT · SPRINKLERS · FAN SPRAYS · HOSE NOZZLES · QUICK CONNECTORS · COUPLINGS · HOSE MENDERS · CLAMPS · NIPPLES · GOOSE NECKS

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FULLER'S newest "Cash Register Companion"

has plenty of sales appeal to build up extra cash business!

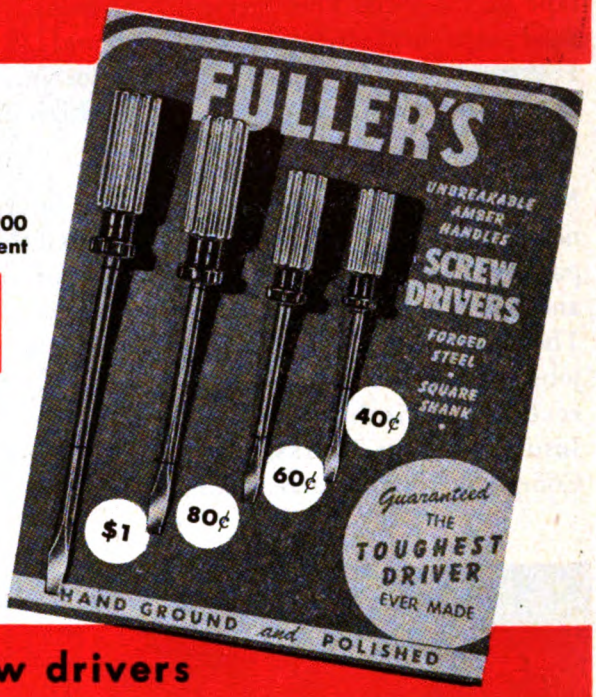
Brand New!

No. 900 Assortment

Square Shank — Forged Steel

Unbreakable Amber Handle

SCREW DRIVERS





No. 249. 12 Unbreakable Amber Face Mallets. Hickory Handle. Retail 49c each.



No. X806. Assortment of 12 Unbreakable Amber Extra Large Handle Relieved Head Screw Drivers. Retail 50c each.



No. 522. Assortment of 12 Unbreakable Amber Handle Deluxe Screw Drivers. Every driver branded and warranted. Retail 20c to 60c each.

Priced far below drivers of similar quality—for volume and profits!

Your jobber's salesman has actual samples of this eye-catching display, complete with drivers. Look for him, and place your order! Put this "Cash Register Companion" on an 8-hour daily shift promoting the quality and low prices on these brand new Fuller screw drivers. Start collecting those extra sales at your cash register—*today!*

Write for complete catalog and name of nearest jobber

FULLER TOOL COMPANY, INC.

GARRISON AND FAILE STREETS, BRONX 59, N. Y.

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guaranteed footage here gives you full value in PANTHER and DRAGON TAPES

The footage meter illustrated tells the operator automatically the exact length of tape on the rolls. This is but one of many measures used in the production of PANTHER and DRAGON Friction and Rubber Tapes that assure you of full value every time. And these tapes rate high in all the qualities that make for lasting splices.

Made by a company in the insulation business for nearly 70 years, PANTHER and DRAGON Tapes pass ASTM and federal specifications for electrical and physical properties with a wide margin of safety. They have proved their worth in successful splicing jobs of all kinds. These tapes are sold only through recognized independent wholesalers. Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pennsylvania.



6074

Panther and Dragon friction and rubber tapes

KLEINS

...wherever pliers are needed

Whatever the work—when pliers are needed—the job can be done better and quicker with Kleins.

You will want Klein side-cutters, oblique-cutters and long-nose pliers for your discriminating customers who know that good tools mean good work. The care with which Klein Pliers are made assures closely matched jaws—perfect balance—just the right spring to the handles—sharp cutting knives that stay keen.

Check with your supplier on Klein Pliers, the quality tools good workmen ask for.



No. 201. Original pattern husky Klein Side Cutting Plier. Square nose. Made in five sizes—5, 6, 7, 8, and 9 inches.

No. 201 NE. The famous "streamlined" Klein Side Cutting Plier. Made in five sizes—5, 6, 7, 8, and 9 in.

No. 202. Klein Oblique Cutting Plier (heavy-duty pattern). A very useful tool that cuts close. Length, 6 inches.

No. 203. Klein Long Nose Plier. Long reach of jaws permits getting into difficult places. Made in 6 and 7 inch sizes.

Distributed Through Jobbers

Foreign Distributor:
International Standard Electric Corp., New York

The Klein Pocket Tool Guide, showing the Klein line and containing useful tool information, will be mailed on request.

Since 1857

Mathias Established 1857 **KLEIN** & Sons Chicago, Ill., U.S.A.

3200 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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ATKINS

Announces the New "3000"



Here's a saw you can display with pride and sell with confidence — that's half-sold, in fact, the instant your customer sees its new Perfect-Grip Plastic Handle. Modern, light weight, fast-cutting — the "3000" has all the Atkins qualifications for better cutting performance . . . Perfect balance that enables it to eat through wood with less effort . . . Famous "Silver Steel" that takes a keener edge and holds it longer. Make the "3000" the center of your saw display and watch it sell.

THREE OTHER DEPENDABLE SELLERS IN THE FAMOUS ATKINS LINE



No. 65—A lifetime saw. "Silver Steel" segment ground blade. Carved hardwood handle. Regular or ship point pattern.



"Silver Steel" Hack Saw Blades. Typical members of the Atkins family of fast-cutting, long performing saws for every cutting job.



Hack Saw Frame No. 10. Hard rubber handle, cold rolled steel frame, nickled and highly polished. Adjustable for 8" to 12" blades. Cuts at 4 different angles.

TRADE MARK
ATKINS
"ATKINS ALWAYS AHEAD"

E. C. ATKINS AND COMPANY • HOME OFFICE AND FACTORY:
402 S. ILLINOIS STREET, INDIANAPOLIS 9, INDIANA • BRANCH FACTORY: PORTLAND, OREGON
Branch Offices: Atlanta • Chicago • New Orleans • New York • San Francisco

MAKERS OF BETTER SAWS FOR EVERY CUTTING JOB

The Dealer's Partner for 91 Years

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CUT-A-CARTON

New Westinghouse lamp pack with

New Sales Advantages

All 15-, 25-, 40-, 50-, and 60-, watt lamps are now being packed in a new perforated 12-lamp carton. All 100-watt lamps will be packed in a new perforated 6-lamp carton.

1 **You'll Increase the Unit of Sale!** Sell three bulbs to the customer who wants one or two, sell six to the customer who wants four or five. Sell up to the next higher unit of three and watch your profits grow.

3 **You Can Build New, Interesting Displays!** The Cut-a-carton pack is big and bright. Mass displays will be more effective. By slicing the carton into its various sizes you can build whatever size and shape of display you want for your own store and window. And of course the new carton fits smartly into all Westinghouse lamp merchandisers.

You'll be getting the new Westinghouse pack soon. And you'll be selling more lamps. Here's why:

2 **Easy to Sell an Assortment!** Your customers want bulbs in various wattages. Now it is easy and convenient to sell a three-lamp carton unit of each wattage desired. Every lamp is safe in its own protective sleeve and each unit is labeled to show the wattage of bulbs it contains.

4 **Pre-Proved by Store Testing!** Dealers who received test shipments of the Cut-a-carton pack say positively that it increases their light bulb sales! They like the flexibility of the pack and the opportunity it gives them to sell their customers up to the next higher unit of three.

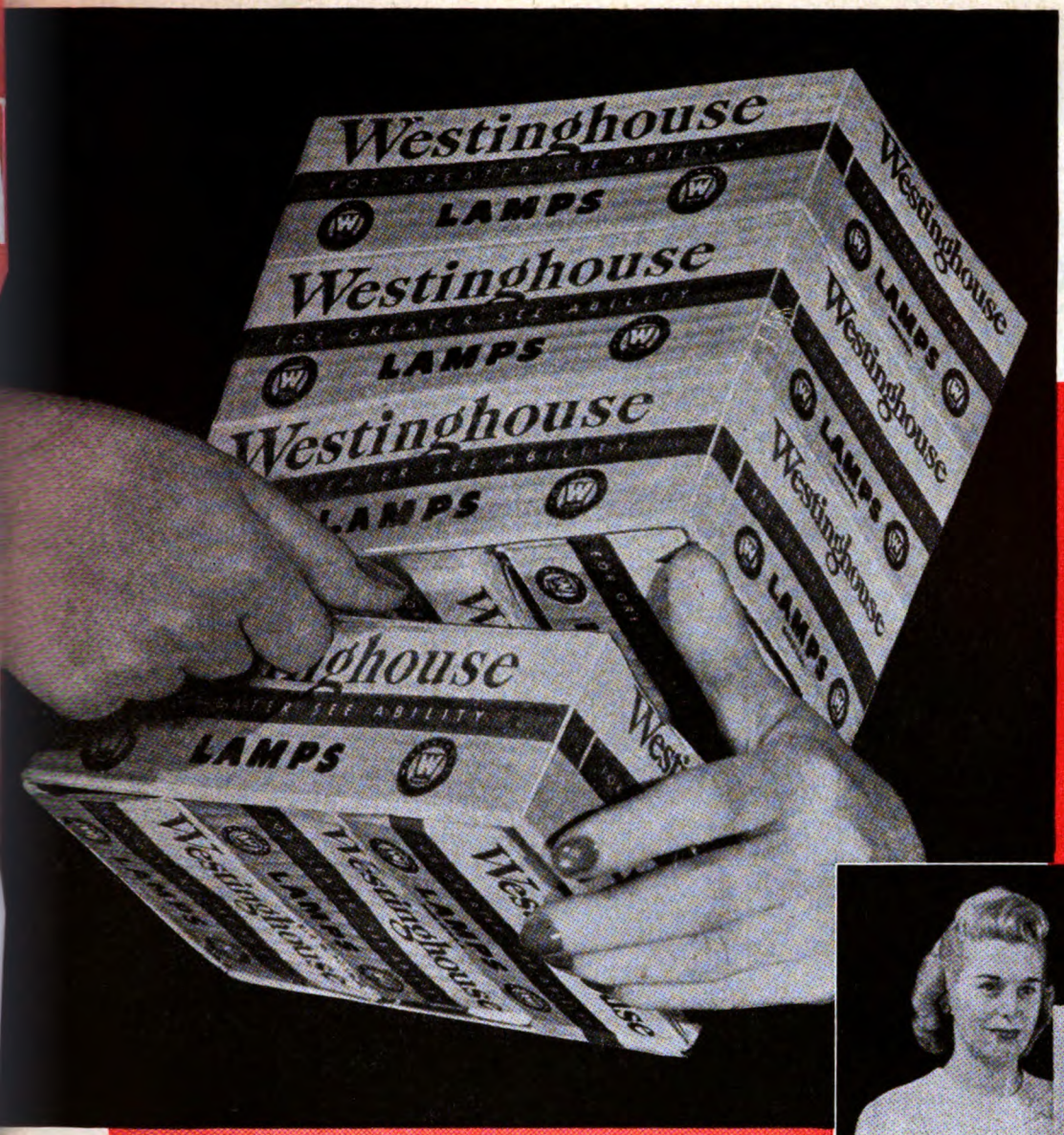
As a Westinghouse lamp dealer, you can really go to town with the exclusive new Cut-a-carton pack. Think of that healthy margin of profits on lamps and ask every customer, "Need any light bulbs today?" Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

Tune in Ted Malone Monday through Friday 11:45 A. M. E.S.T. American Broadcasting Company Network.

Westinghouse

LAMPS FOR SEE-ABILITY

Digitized by Google



Cut-A-Carton Pack—It's perforated! The complete carton holds 12 lamps. But run your fingernail along a perforation and you slice off a carton of three—or six—or nine. Tailor-make your carton size. Each lamp stays firmly and safely in place in its own protective sleeve.





It's Flexible—Flexible sizes for selling, flexible sizes for building new, more interesting merchandising displays. Flexible, too, for the customers who want to buy an assortment of different sizes—who want a "slice" of 40's, 60's, and 100's.

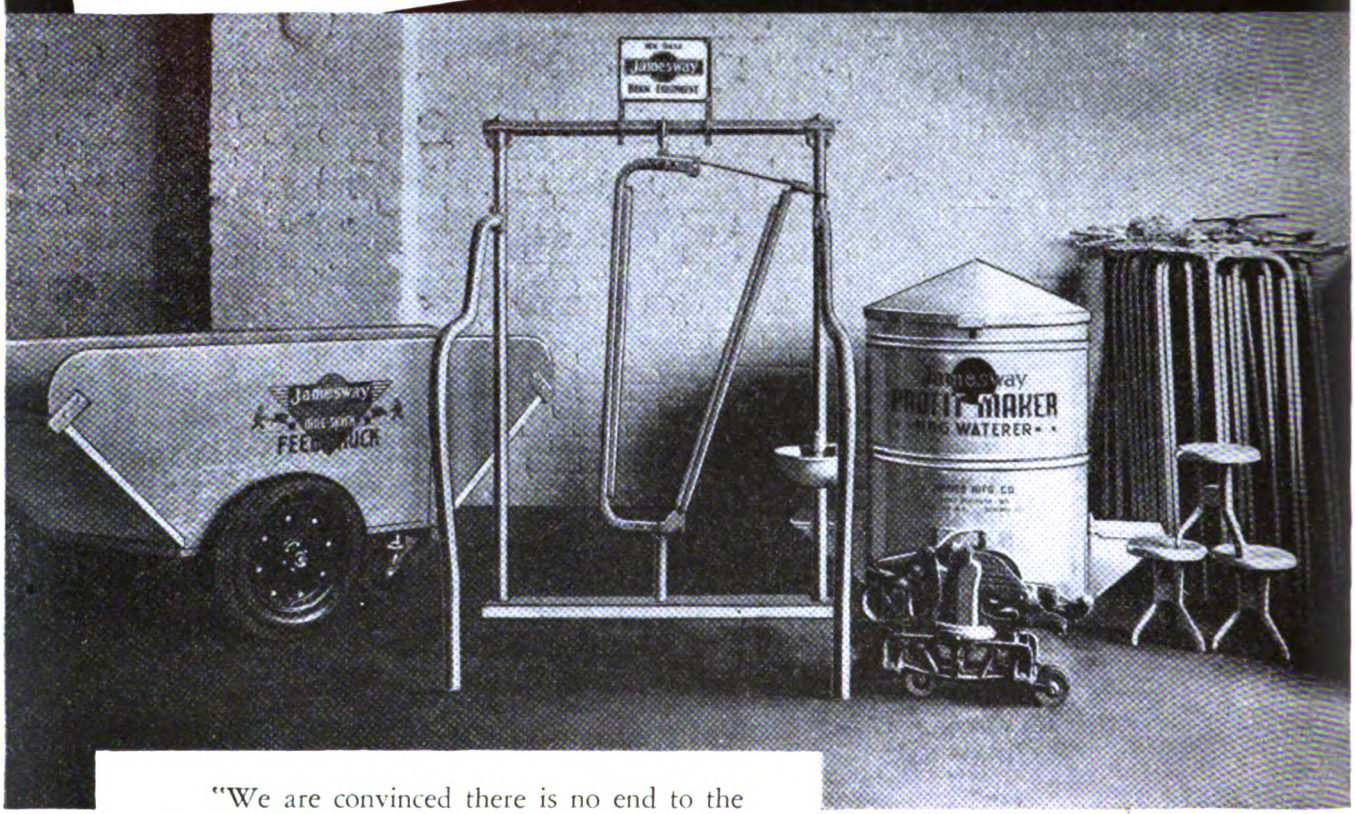
It's Effective—Make displays of three-lamp "slices." You'll find it's easy to sell a unit of three. Two or three such displays in your store make it simple for customers to buy—and for you to sell—more lamps.

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NO END TO SALES OPPORTUNITIES WITH JAMESWAY

Say CUTKOSKY AND JONES
MANKATO, MINN.





"We are convinced there is no end to the business available on so broad a line as Jamesway — and on a line of merchandise which is quality through and through.

"We go out into the country after barn equipment sales. That means we work closely with the farmers in this area on their building and remodeling problems. The more we help them the better our business.

"So selling Jamesway is not only profitable, it means rendering a real service to our customers. It saves time and labor for the dairyman and certainly steps up herd production."

Above is one of Cutkosky and Jones business getting floor displays. Seeing is what sells Jamesway barn equipment.

YOU TOO can make extra sales at extra profit if you sell Jamesway Barn Equipment! Jamesway is the big line — the complete line — that has been a favorite of farmers for more than 40 years. It fits in naturally with hardware or implement business — brings in extra customers. Take advantage of Jamesway's famous "sell-on-sight" quality, powerful advertising and protected franchise. For complete information write today!

Jamesway
REG. U.S. PAT. OFF.

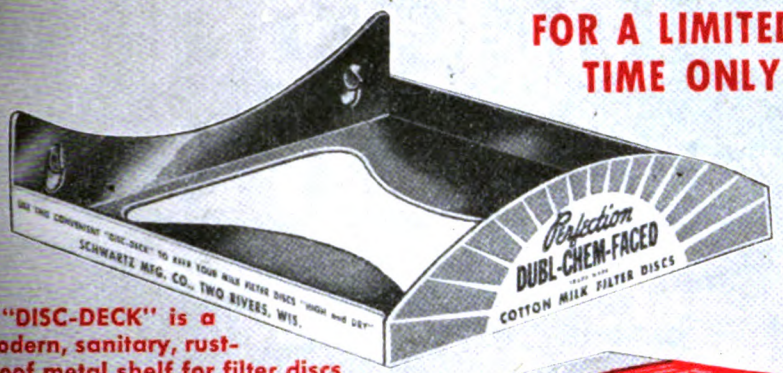
Fort Atkinson, Wis. Emira, N. Y. Oakland, Calif.
In Canada: Eastern Steel Products Ltd., Jamesway Div. Montreal — Preston — Toronto

Put a Jamesway Department in YOUR Business

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IT'S A *Gift!* . . . YOU CAN OFFER THIS ★DISC-DECK *Free!*

FOR A LIMITED TIME ONLY!



★ "DISC-DECK" is a modern, sanitary, rust-proof metal shelf for filter discs . . . keeps them "high and dry"

Free TO YOUR CUSTOMERS WHO BUY THIS 3-PACKAGE UNIT OF DUBL-CHEM-FACED FILTER DISCS

Here's a practical premium your trade will appreciate . . . it's just what dairy farmers long have needed in barn and milk-house, to keep filter discs "high and dry", in a convenient, sanitary place.

And look at these sales advantages: 1 — You sell 300 filter discs with less effort and less sales cost than it takes ordinarily to sell 100; 2 — Since the 3 packages and the Disc-Deck are all banded together in one unit, it's just as easy to handle as a single 100-disc carton; 3 — You automatically multiply by 3 your sales volume and profits; 4 — You gain customer good will with every sale . . . win repeat business!

NATIONALLY ADVERTISED in:
SUCCESSFUL FARMING, HOARD'S DAIRYMAN, DAIRYLAND NEWS, MODERN DAIRYMAN, THE FARMER, RURAL NEW YORKER, NEW ENGLAND HOMESTEAD, WESTERN DAIRY JOURNAL and other dairy magazines.





YOUR CUSTOMERS KNOW *Perfection* DUBL-CHEM-FACED TRADE MARK MILK FILTER DISCS *are Highest Quality At Low Cost!*



SAVE MONEY AT EVERY MILKING



QUALITY PROVED BY MILLIONS IN USE

Once a farmer uses this modern, top-quality, double-faced milk filter disc, he wants nothing else. BOTH SURFACES of DUBL-CHEM-FACED discs are toughly faced for greater strength, to resist matting, clogging "channeling" or rupture. Their extra-long cotton fibre centers are specially processed to filter more milk, more thoroughly and rapidly. Easier to use . . . can't be put into strainer incorrectly . . . either side can be UP. You are sure your trade gets the BEST in DUBL-CHEM-FACED Filter Discs . . . and you are sure of bigger sales and profits, now and in the future. Stock up at once!

RUSH YOUR ORDER TO YOUR SUPPLIER!

If your present source of supply is not prepared to furnish you with this *Free Deal*, write at once, giving your supplier's name and address to:

SCHWARTZ MANUFACTURING CO.
Two Rivers, Wisconsin
Exclusive Manufacturers of Modern

DUBL-CHEM-FACED
TRADE MARK
MILK FILTER DISCS

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The New "AMES" LOCK SOCKET Featherlite SHOVEL

Features of New "Ames" LOCK SOCKET Shovels & Spades

1. Blade and front strap a single unit. No weld.
2. Blade and straps forged from High Carbon Steel.
3. Back strap is electrically welded to blade.
4. Straps are pre-formed.
5. Blade and lower section of socket carefully heat treated.
6. Uniformity in lift and balance of every tool — hang and balance never change. Pre-forming of straps the guarantee.
7. Handle is driven to the point of frog.
8. Unequalled strength insures maximum value.

Blade and Straps Forged from High Carbon Steel

SOCKET COMPLETELY LOCKED



FRONT STRAP AND BLADE ONE PIECE OF STEEL

BACK STRAP ELECTRIC-ALLY WELDED

PREFORMING OF STRAPS PATENTED

Featherlite! Perfect Balance!

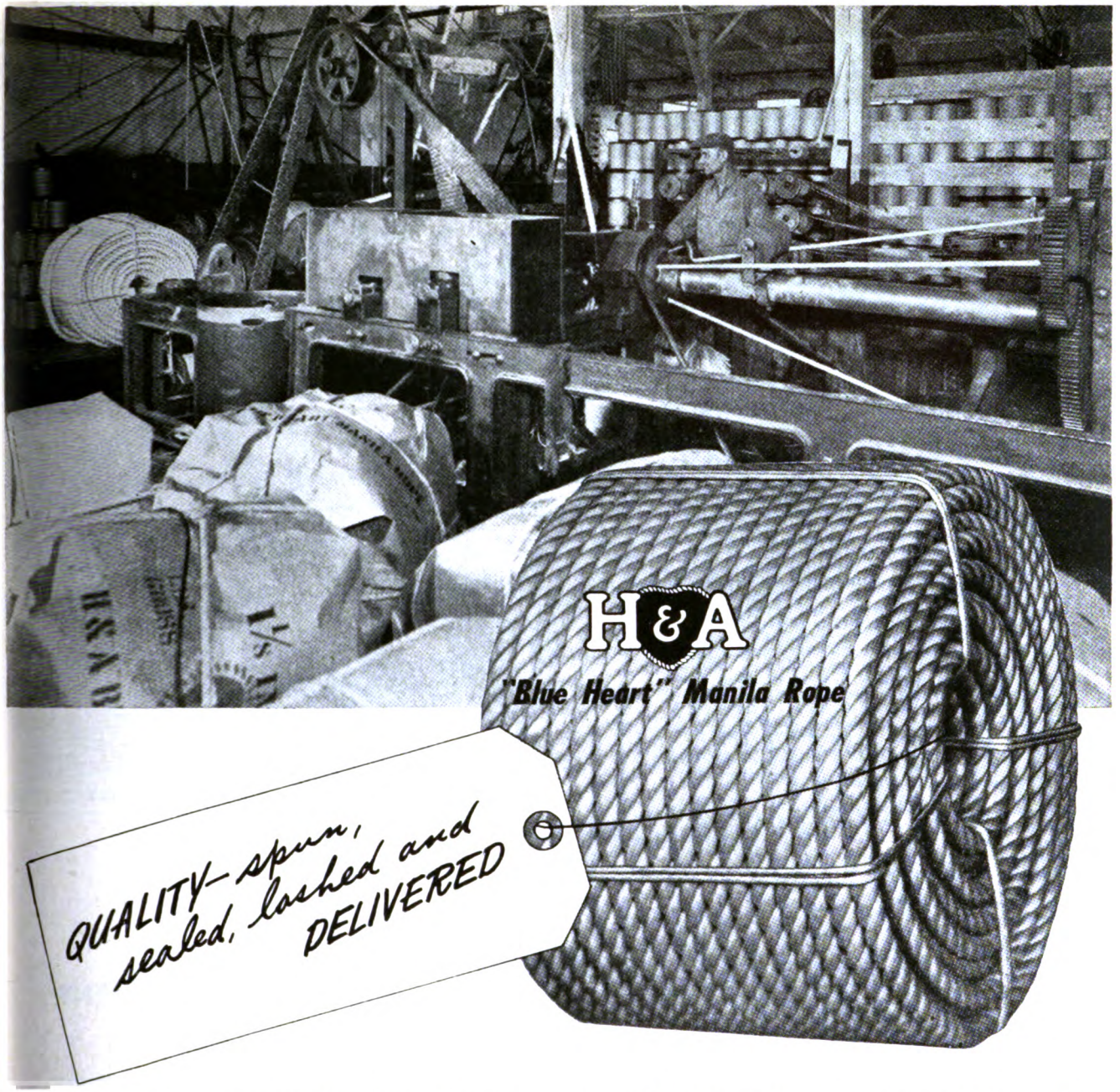
APPROXIMATE WEIGHT 3-1/2 TO 3-3/4 LBS.

NO. 103 LSF

AMES Since 1774

PARKERSBURG, W. VA. **AMES BALDWIN WYOMING CO.** NORTH EASTON, MASS.

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Passing through a long succession of machines and processes, pure Manila fibre emerges from the final machine as "Blue Heart" Manila Rope. As each gleaming coil reaches correct weight and length, it is immediately sealed in a tough dust proof wrapper and securely lashed.

A small detail perhaps — but one which assures the customer that "Blue Heart" comes to him without ever being needlessly exposed to abrasive dust and dirt. A practice indicative of the care taken by H & A at every step to develop a product of superb quality and deliver that quality intact.

H&A Cordage

THE HOOVEN & ALLISON COMPANY

"Spinners of Fine Cordage Since 1869"

XENIA, OHIO

BRANCHES: KANSAS CITY, MO. • OMAHA, NEB. • MINNEAPOLIS, MINN.

H & A "Blue Heart" Pure Manila has for many years received top ranking among leading grades of rope. Other H & A products include Transmission Rope, Drilling Cable, Lariat Rope, Yacht Rope, Fisherman's Rope, Jute and Hemp Twines, Hard Fibre Twines, Lath Yarn, Twisted and Braided Jute Packing, Tarred Marlines, Plumbers and Marine Oakum.

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Free POCKET-SIZE TACKLE BOX

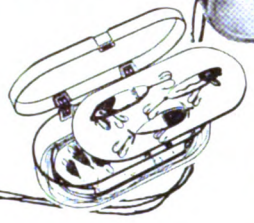
with every 100 yards
GLENDALE CASTING LINE

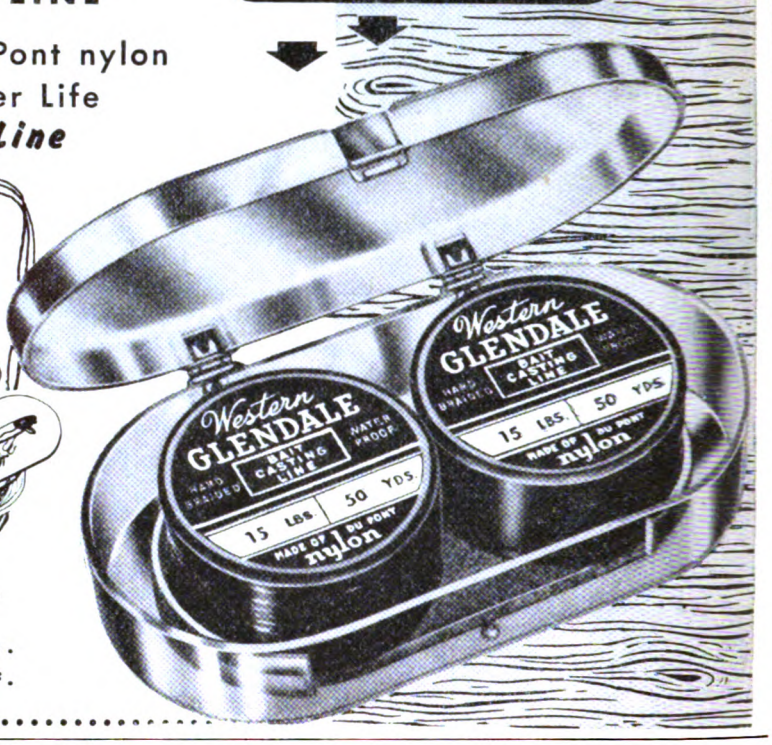
RETAIL VALUE $2.00
Convenient Pocket Size
Holds Flies, Leaders, Plugs

Hard Braided from finest DuPont nylon
For Better Casting and Longer Life
America's Finest Casting Line

No need to carry heavy tackle box for light fishing . . . This Pocket-Size Tackle Box weighs only two ounces . . . Your favorite flies, plugs, hooks and leaders
Right in Your Pocket!

Clear Styron . . 2-Hinge Lid . . Snap Lock . . Cork Insert to hold flies.





SEE YOUR JOBBER NOW or Write Dept. 7

Western LACE & LINE CO.
GLENDALE 4, CALIF.



DRAPER-MAYNARD

Frank Leahy FOOTBALL EQUIPMENT

AUTOGRAPHED BY THE FAMOUS COACH OF NOTRE DAME

Assured Sales in a Vast Market!

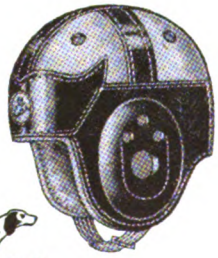
Hundreds of young football enthusiasts will want this new equipment. The line includes three cowhide footballs, two rugged helmets — one of plastic and the other regulation style — and a sturdy fibre shoulder pad built for rugged play.

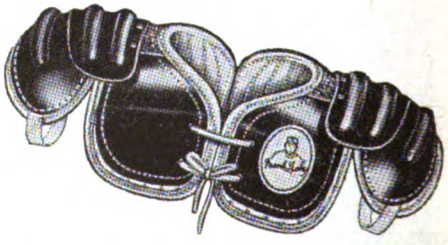












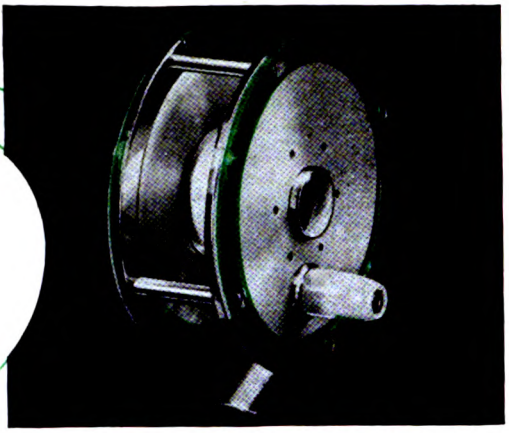
MADE IN U.S.A. D&M TRADE MARK

WRITE YOUR JOBBER FOR PRICES

THE DRAPER-MAYNARD COMPANY, 400 YORK ST., CINCINNATI 14, OHIO

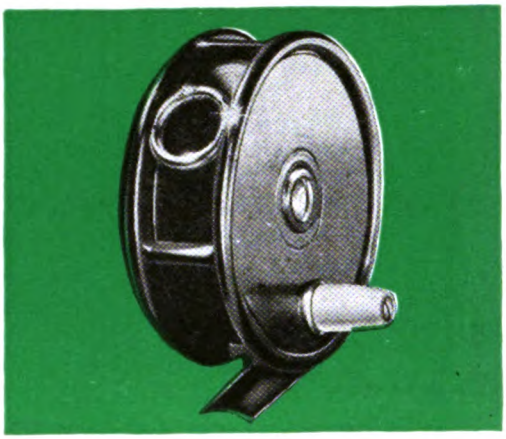
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Get ready for FLY TIME



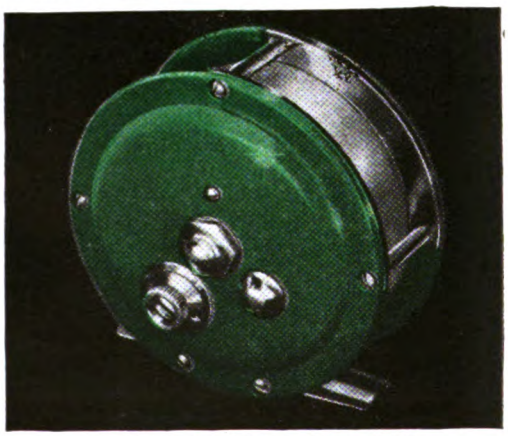
OCEAN CITY Nos. 76-77-78

The famous Plymouths . . . Aluminum spool with anodized green finish aluminum frames . . . Solid side plates protect line from wear . . . Split-second take-apart without tools of any kind . . . Made in 3 sizes—60-100 and 150 yds. Prices—$5.50, $6.25 and $7.00.



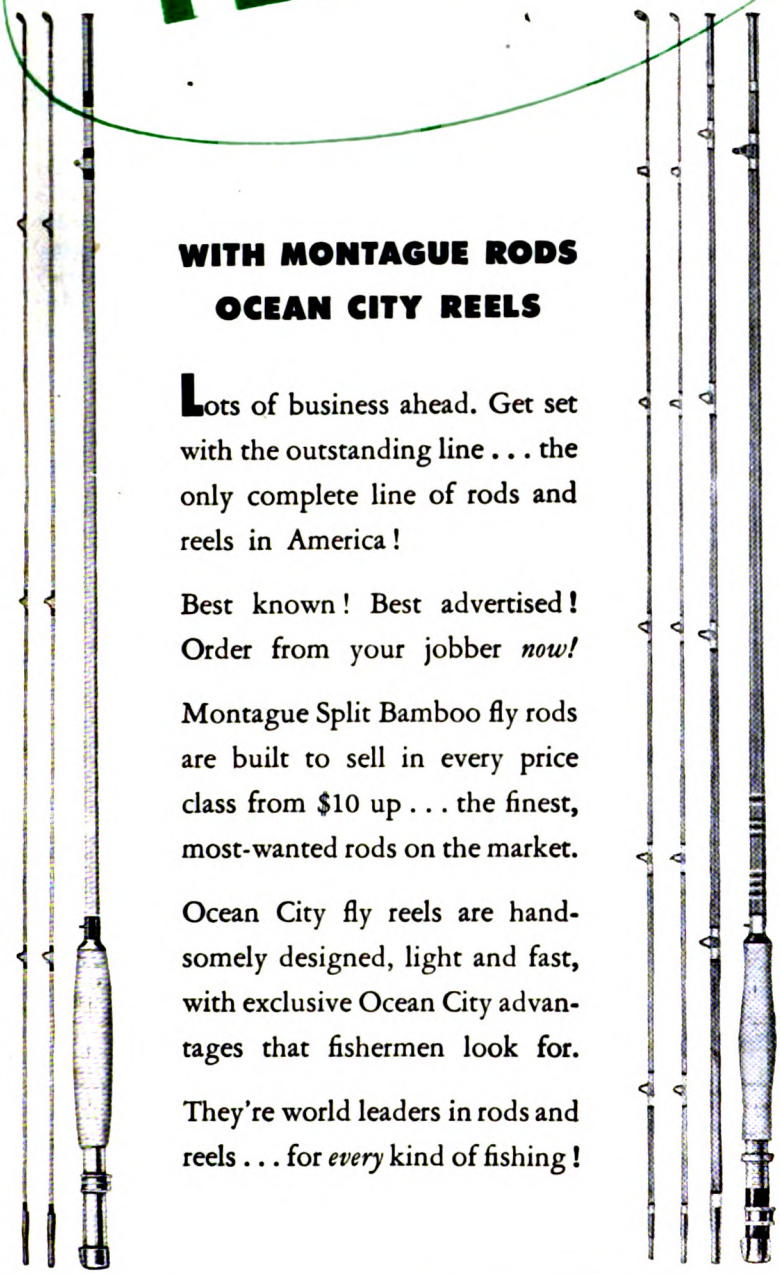
OCEAN CITY Nos. 35-36

These models offer exceptional value. One-piece aluminum spool, chromium line guide, smooth-working silent drag, sure-grip handle knob. Light in weight, nicely balanced . . . capacities—60 and 100 yds. Price, only $2 50 and $3.00.



SILENT ADJUSTABLE DRAG

—an exclusive feature of Ocean City Nos. 76-77-78. Adjustments from free spool to a three-quarter pound pull can be made even when playing a big one . . . For split-second take-apart, a touch of the button frees the spool instantly for cleaning and oiling.



WITH MONTAGUE RODS
OCEAN CITY REELS

Lots of business ahead. Get set with the outstanding line . . . the only complete line of rods and reels in America!

Best known! Best advertised! Order from your jobber *now!*

Montague Split Bamboo fly rods are built to sell in every price class from $10 up . . . the finest, most-wanted rods on the market.

Ocean City fly reels are handsomely designed, light and fast, with exclusive Ocean City advantages that fishermen look for.

They're world leaders in rods and reels . . . for *every* kind of fishing!

MONTAGUE Rods
MONTAGUE ROD & REEL CO.
MONTAGUE CITY, MASS.

OCEAN CITY Reels
OCEAN CITY MFG. CO.
A & SOMERSET ST., PHILA. 34, PA.

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Mr. Champion Dealer:

Actions speak louder than words . . . and your sportsmen customers know it! So Champion tells its story of better performance with actual photographs of the amazing "Motor Magic" tests . . . tests which prove by *actual demonstration* that the Champion is truly America's Great Outboard Motor.

And the results of these tests* have been regularly told to over 16 million American sportsmen through Champion's national advertising.

So now, when Champion announces the revolutionary new quiet operation of its great '48 models, it's done by *actual demonstration*. Yes, the soft, gentle purr of the new Champion has been "put on wax" . . . for all to hear, for all to marvel at!

Your customers—who are not easily swayed by mere claims—will see this ad and know for certain that the Champion they buy is the world's QUIET outboard motor!

*Write for signed affidavits and photographs of these tests for your Champion display.

Outboard
MOTOR MAGIC!
by Champion



NEW QUIET OPERATION OF 1948 CHAMPION MOTORS DEMONSTRATED IN SPECTACULAR "TICK-TOCK" TEST!

On Wednesday, November 5, 1947, sound recording equipment in a fast-moving boat on Cedar Lake, Minneapolis, cut a sound record demonstrating an uncanny new *silencer* built into 1948 Champion motors!

To test and compare the finest of all 1947 motors with the new, whisper-quiet 1948 Champion, a tick-tocking metronome was used. The older motor drowned out all other sound, but the metronome's gentle tick-tock could be clearly heard above the quiet operating 1948 Champion alternate firing Lite-Twin and the new 1948 Deluxe Single.

Think what this means: No more hoarse shouting . . . no ear-splitting roar . . . no "fisherman's headache." Instead, a gentle, soothing, deep-throated purr, even at highest speeds. Conversation at normal voice level. And undreamed-of comfort, luxury, thrilling fun with a truly *quiet* motor!

Hear these great motors yourself, see these motors, and order your 1948 Champion NOW . . . because *everybody's* going to want this new kind of "Motor Magic!"

CHAMPION MOTORS COMPANY
MINNEAPOLIS, MINNESOTA

AMERICA'S GREAT
Champion
OUTBOARD MOTOR

ALL H.P. RATINGS O.B.C. CERTIFIED



NEW STANDARD SINGLE 4.2 H.P. at 4300 R.P.M.
Co-skipper steering, dual rotary valves, forged steel connecting rods with pressure lubricated needle bearings.

NEW DELUXE SINGLE 4.2 H.P. at 4300 R.P.M.
Full reverse. Pull-O-Matic instant starter. Quiet 100% underwater exhaust and all the famous exclusive Champion features.

NEW DELUXE TWIN 7.9 H.P. at 4200 R.P.M.
Speeds up to 18 miles per hour. Full reverse. Pull-O-Matic instant starter and all the features that have made Champion famous.

THE 500 MILE SKATE IS BACK AGAIN!



This pre-war sensation of the sidewalks . . . the Hustler "500-Mile" SPEED KING skate . . . is the only roller skate built strongly, sturdily enough to be guaranteed for 500 miles of actual travel (or one year of service). It's the world's fastest roller skate . . . the only skate that offers freedom from wheel replacement and repair expense. See the complete Speed King line of **five fast selling styles—a skate for every age—a price for every purse. Write today.**

HUSTLER CORPORATION • Sterling, Illinois

LOCKER TALK



Coaches and players will soon be looking for HYDE baseball shoes with these improved features: rugged kangaroo leather, flexible Goodyear Welt construction, reinforced leather linings, scientifically built lasts, professional oval cleats and solid copper rivets.

Go after your share of this business *now!* Order your Spring supply of these popular HYDE baseball shoes from Dept. HA-5.



HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASSACHUSETTS

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You collect at the pay-off of this hard-hitting advertising campaign constantly selling more and more people on the advantages of Ray-O-Vac Leak Proofs*

ESPECIALLY NOW—right in the middle of the season of *Triple Darkness*—with 3 times the normal amount of waking darkness—3 times the normal wear on flashlights and batteries!

IT'S BATTERY-REFILL TIME. Lots of batteries have been used up in the dark months just past, and lots more will be needed for the 3 remaining months of Triple Darkness.

FOLLOW THROUGH and sell your share of this made-to-order Ray-O-Vac business. A little extra push—with emphasis on displaying the goods—and you'll cash in *plenty*. Write for Ray-O-Vac "sales help" calendar for first quarter of 1948. And be sure, when you order, to specify Ray-O-Vac Leak Proofs. Ray-O-Vac Company, Madison, Wis.

*These ads appear—full color—in Saturday Evening Post, Collier's, Popular Science, Country Gentleman, Farm Journal, Progressive Farmer and Southern Agriculturist.

In 2 colors, as at right, in Life, Pathfinder and Sports Afield.



© 1947 RAY-O-VAC COMPANY, MADISON, WIS., WINNIPEG, MANITOBA



Goodbye, dry cells that go blooey, swell and stick, make flashlights gooey.

So long, spares with power gone
Though they've never been turned on.

Get these leak proof power packs,
Modern, *steel-sealed Ray-O-Vacs.*

Guarantee: If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you FREE a new, comparable flashlight with batteries.

Ask for Ray-O-Vac Leak Proofs

Buy Spares... they stay fresh

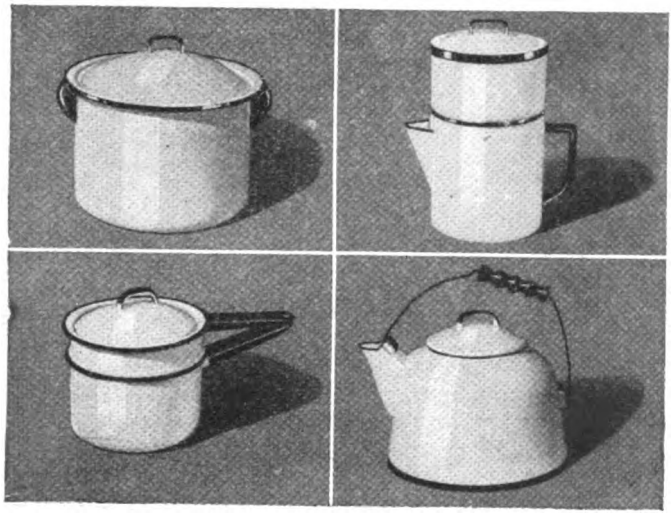
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• SEE US
• AT THE
• CHICAGO
• HOUSEWARES
• SHOW

BOOTH NOS.

1418
1420

INTERNATIONAL AMPHITHEATER
JANUARY 15-22, 1948



● THIS YEAR AS EVERY YEAR
● MORE AND MORE PEOPLE WILL
● BUY COLUMBIAN ENAMELEDWARE

COLUMBIAN

WHITE-ROCK • CESCO • BLUE ONYX

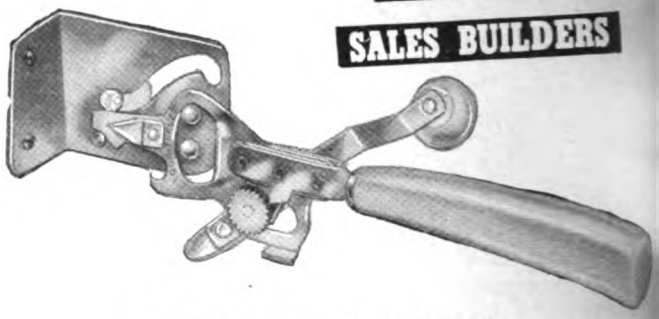
Enameledware

COLUMBIAN ENAMELING & STAMPING CO., INC. TERRE HAUTE, INDIANA

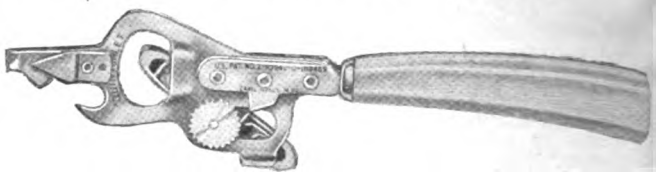
CAHIL . . .

A Complete Line of Openers

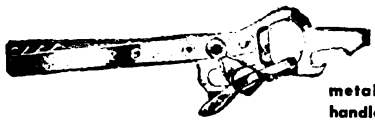
SUPERIOR DESIGN
VERSATILE
SALES BUILDERS



Cahil FIVE-WAY "Quintuplet"* Model 205 (illustrated above): Wall type, drops out of the way when not in use, opens tin cans of any size or shape—milk cans too; friction top and anchor top jars; pierces milk cans; and can be used as screw driver. **Guaranteed 5 Years.**



Cahil FIVE-WAY "Quintuplet"* Model 110: Hand type with plastic handle, as versatile as above but without the wall bracket. **Guaranteed 5 Years.**



Cahil FIVE-WAY "Quintuplet"* Model 79: High grade hand type opener similar to No. 110 but with metal handle with corkscrew in handle. **Guaranteed 2 Years.**

Designed by specialists in can openers; versatile in performing a multiplicity of household tasks; sales builders as a result of unusual consumer acceptance; there is a complete line of CAHIL OPENERS to meet every purse and every need.

Cahil FIVE-WAY Quintuplet* Openers are sanitary, do not dip into liquid contents of cans, always build enthusiastic customer satisfaction. Moderately priced with profitable margin. Fair traded.

Ask your jobber salesman.

*Trademark Reg. U. S. Pat. Off.

CAHIL MANUFACTURING CO.
500 West 52nd Street, New York 19, N. Y.

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FIRST CHOICE
50 YEARS AGO

choice today!





ONARCH COAL-WOOD RANGE

er 50 years now, Monarch Coal-ges have been stretching family saving fuel — turning out bet- — preventing baking failures — g years and years of extra serv- you admire the modern, stream- cy of a new Monarch range and lize that it will cost *less* to own other range — you, too, will our first choice a Monarch. See nearch dealer, or write the factory "full line folder."

Famous Monarch Features:

Duplex Draft Control
for assuring an even, balanced fire full length of fire box

Welded One-Piece Construction
assuring better heat distribution and longer life

Vitrified Glass-Lined Flues
for lasting protection against rust and corrosion

Blue-Black "MIRCO" Malleable Top
for quick heating and easy cleaning

EABLE IRON RANGE CO.
E STREET BEAVER DAM, WISCONSIN



F GOOD COOKS
REE GENERATIONS

Monarch MALLEABLE

DUPLEX DRAFT CONTROL which maintains an even, uniform fire the full length of firebox—assuring better cooking and baking results.



More Heat with Less fuel!



MONARCH COAL-WOOD RANGE

MONARCH QUALITY is something very real. It means a more even-burning fire — lower fuel cost — better bak- results — a welded one-piece frame for increased efficiency greater durability — "vitrifused" glass-lined flues and oven s to prevent rust and corrosion—easy-to-keep-clean "Mirco" king top — modern design with all-white porcelain finish nd above all, it means *lasting satisfaction.* See your nearest arch dealer or write the factory for "full line folder."

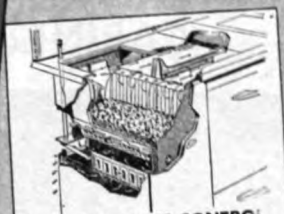
EABLE IRON RANGE CO., 1118 Lake Street, Beaver Dam, Wis.



F GOOD COOKS
EE GENERATIONS

Monarch MALLEABLE

Better results...



DUPLEX DRAFT CONTROL
Monarch's patented Duplex Draft Control (front and back) assures an even fire the full length of fire box. This, in turn, heats the cooking top and oven more uniformly and efficiently . . . with less fuel.

les



NARCH COAL-WOOD RANGES

dition to Monarch's exclusive Duplex Draft Co ful Monarch Coal-Wood Range gives you *Vitrifu flues* for lasting protection against rust and cor *Black "Mirco" Malleable Top* for quick heating ng — *Large Oven* to meet all baking requirement d, *One-Piece Construction* which assures you effic rtion and greater strength for longer life. Yes, th st investment you can make is in a Monarch Coa See your Monarch dealer, or write the factory he folder."

ABLE IRON RANGE CO., 1128 Lake St., Beaver Da



GOOD COOKS
FOR THREE GENERATIONS

Monarch MALLEABLE

Monarch MALLEABLE COAL-WOOD RANGE CAMPAIGN

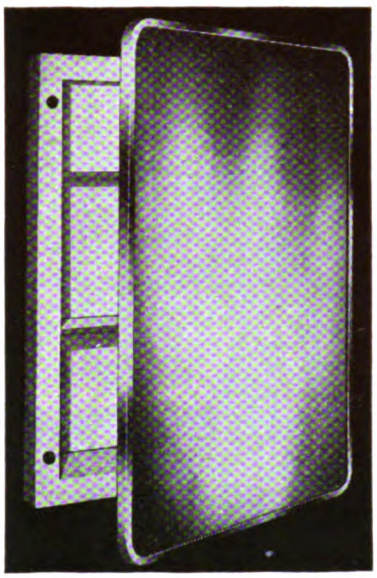
now running in the following farm papers:

Wisconsin Agriculturist & Farmer
Wallace's Farmer
Prairie Farmer
The Farmer
Nebraska Farmer
Idaho Farmer
Oregon Farmer
Washington Farmer

Progressive Farmer
American Agriculturist
Farm and Ranch
The Kentucky Farmer
Utah Farmer
Missouri Ruralist
Kansas Farmer
Hoard's Dairyman

Western Farm Life
Dakota Farmer
Montana Farmer
Pennsylvania Farmer
Michigan Farmer
Ohio Farmer
Pathfinder
The Weekly Kansas City Star

ANNOUNCING AN ADDITION TO OUR RECESS MEDICINE CABINETS, STAINLESS STEEL RIM CABINETS



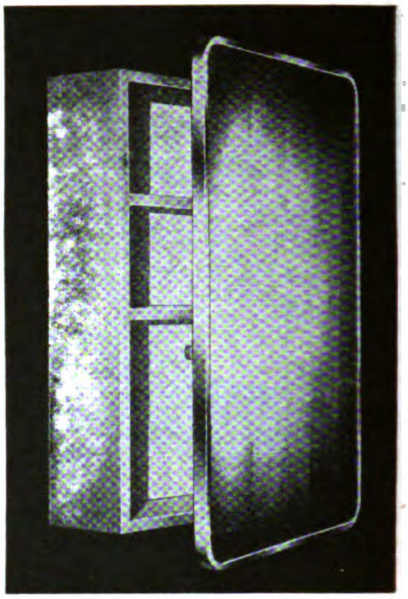
MODELS H AND M

WALL SURFACE HANGING CABINET—stainless steel rim —box size 13½" x 17½" x 4".

Stainless steel rim recess cabinet—2 sizes.

• *Write for descriptive literature on other models bathroom cabinets.*

SOLD THROUGH DEALERS ONLY



MODEL A

IDEAL CABINET CORPORATION

DIVISION OF DesLAURIERS COLUMN MOULD CO., INC.

Main Office and Factory: 7722 JOY ROAD, DETROIT 4, MICH.

WASHING MACHINE HOSE

FOR DRAINING • FILLING • SIPHONING

Saves Time! Saves Energy! Economical! Practical!

FOR FILLING

FOR DRAINING

FOR SIPHONING

Individually Packed 12 to a Display Box

50% off to Retailers

only 98¢ RETAIL

F. O. B. Philadelphia—Special price to recognized jobbers and distributors

HANCOCK MANUFACTURING Inc.

131-137 S. Second St. • Philadelphia 6, Pa.

Follow ARROW For Fast Selling PLASTIC HOUSEWARES

ARROW

1½ OZ.

4 OZ.

8 OZ.

TUMBLERS Hard or Flexible

8 OZ.

LAMP BRACKET SHADE

SOAP BOXES

Just a few of our Variety of Interesting Items

Write for Catalog Today.

ARROW PLASTICS CORP.

5-7 Mattimore Street • Passaic, N. J.

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A NEW HIGH-VOLUME, BIG-PROFIT ITEM



THE HERCULEAN ALL PLASTIC SEAT

"MADE TO LAST FOREVER"

The HERCULEAN SEAT is entirely molded of a special new plastic developed in our own research laboratories from a special plastic composition. HERCULEAN ... the strongest plastic available ... combines eye-appeal with super-strength. Aeroplane construction eliminates seams or lamination, where soil, grime and germs usually embed themselves

In beautiful marbleized WHITE, marbleized BLACK, marbleized GREEN, marbleized PEACH, marbleized BLUE, marbleized ROSE
Packed in individual cartons — — 6 to a container

HERE'S WHY HERCULEAN SELLS

LIFETIME GUARANTEE
Attractive appearance • Economical
Sanitary • Non-Absorbent
High lustre • Cleans with soap and water
Styled for Comfort — for Durability
Will not crack, warp, chip or discolor.
Fittings of Solid Brass, Chrome-Plated.
HERCULEAN (Pat. App. For) BUMPERS are molded as an integral part of the seat.
• Fits All Standard Bowls •

LIFETIME GUARANTEE for the HERCULEAN SEAT
"Made to Last Forever"

*GUARANTEED NOT TO CRACK *GUARANTEED NOT TO CHIP
*GUARANTEED NOT TO WARP *GUARANTEED NOT TO PEEL
*GUARANTEED NOT TO DISCOLOR

The above guarantee is made under the provision that the seat is used in its normal capacity and receives normal care. THE HERCULEAN APPLIANCE CORPORATION will replace AT ANY TIME any seat which does not meet this guarantee — the LIFETIME GUARANTEE of the HERCULEAN SEAT.
HERCULEAN APPLIANCE CORPORATION, 12 W. 37th St., N. Y., N. Y.

SAVE THIS GUARANTEE. If your HERCULEAN SEAT does not give the service covered by this guarantee, simply sign below, and send it, with the seat, directly to our factory.

Name

Address City State



AVAILABLE THROUGH YOUR LOCAL WHOLESALERS

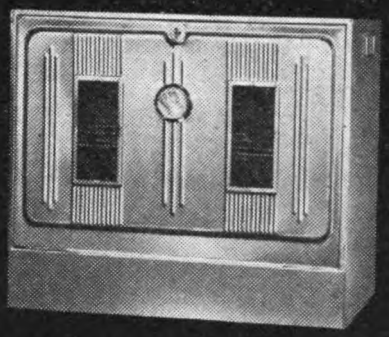
PLASTIC SEAT DIVISION
HERCULEAN APPLIANCE CORPORATION
DISTRIBUTORS OF
HERCULEAN PRODUCTS
12 WEST 37th STREET, NEW YORK, NEW YORK

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Sell Fast with Fast-Selling Carlco ALL-STEEL House Wares

Carlco TOP-O'-STOVE OVEN

It's Portable!
For Top-O-Stove!
Double Burner Size!
Twin-Vue Door!
With Thermometer!



★ HEAT-RESISTANT
★ RUST-RESISTANT
★ TWIN-VUE DOOR
★ THERMOMETER
★ ALL STEEL CONSTRUCTION
★ INNER-SEAL, GANGPLANK REINFORCED DOOR
★ SIZE — 16" x 19¾" x 12¼"
★ ASBESTOS INSULATION
★ SINGLE DEFLECTOR PLATE
★ TWO REMOVABLE RACKS
No. 1 — NON INSULATED
No. 2 — INSULATED TWO SIDES

SINGLE BURNER PORTABLE OVENS

No. 510 Size: 11½" x 11" x 10⅛". No. 522 Size: 13¾" x 12" x 11½".

FLOWER BOXES & FLOWER POTS



New! Carlco ALL-STEEL FLOWER POT 8¾"x5½"x5"

- ATTRACTIVE! . . Rich, pastel colors, green, orange, blue and yellow (Also our standard green finish)
- STRONG! Heavy duty metal construction
- DURABLE! Drains *welded* in
- REINFORCED! . . Corners annealed for added strength
- HANDSOME! . . Enamel finish baked on at high temperature for long-lasting beauty
- FOR BOTH INDOOR & OUTDOOR USE!

Sizes: 15", 18", 24", 30" and 36".

THEY NEST!



IT'LL BE A SALES PICNIC WITH OUR PICNIC BOXES AND REFRIGERATORS

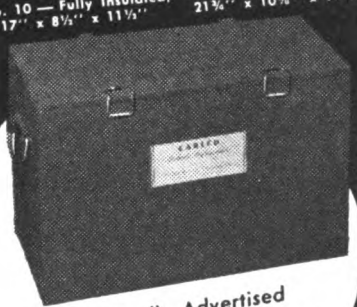
Utilizes either dry ice or regular ice

- FULLY INSULATED
- REMOVABLE WATER-TIGHT ICE CONTAINER
- REINFORCED HINGED COVER
- DURABLE EASY-GRIP HANDLES
- WELDED HEAVY GAUGE STEEL CONSTRUCTION
- PLATED HARDWARE THROUGHOUT
- STURDY & DURABLE - NO DISTORTION
- INTERIOR — BAKED WHITE ENAMEL FINISH
- EXTERIOR — DURABLE GREEN WRINKLE — BAKED FINISH

No. 10 — Fully Insulated, 17" x 8⅛" x 11½"

No. 5 — Non Insulated, 17" x 8⅛" x 11½"

No. 15 — Insulated, Large Size, 21¾" x 10⅛" x 14½"



Nationally Advertised
FIELD & STREAM SPORTS AFIELD

CARLISLE MFG. CO. 138 AVON AVENUE NEWARK 8, N. J.
Fine Steel Products Since 1903



ARE YOU PUSHING YOUR REPEAT WAX SALES INTO THE GROCERY NEXT DOOR?

CONSIDER THIS: A housewife visits a super-market or grocery store at least twenty times more often than she visits a hardware store. Every time you sell her a brand of wax also carried by grocery stores, *don't you throw away your repeat sales???*

YES! And that's why so many smart hardware dealers *push* Beacon Quik-Gloss. *Display* Beacon Quik-Gloss. For Beacon is the only big-selling wax that's *not* sold through grocery stores . . . the wax that housewives buy again and again because it wears longer! Get on the Beacon Bandwagon! Build *your* repeat sales for *yourself*. Ask about the Beacon guaranteed sales plan today. Write to . . .

THE BEACON COMPANY
97 Bickford Street
Boston, Mass.

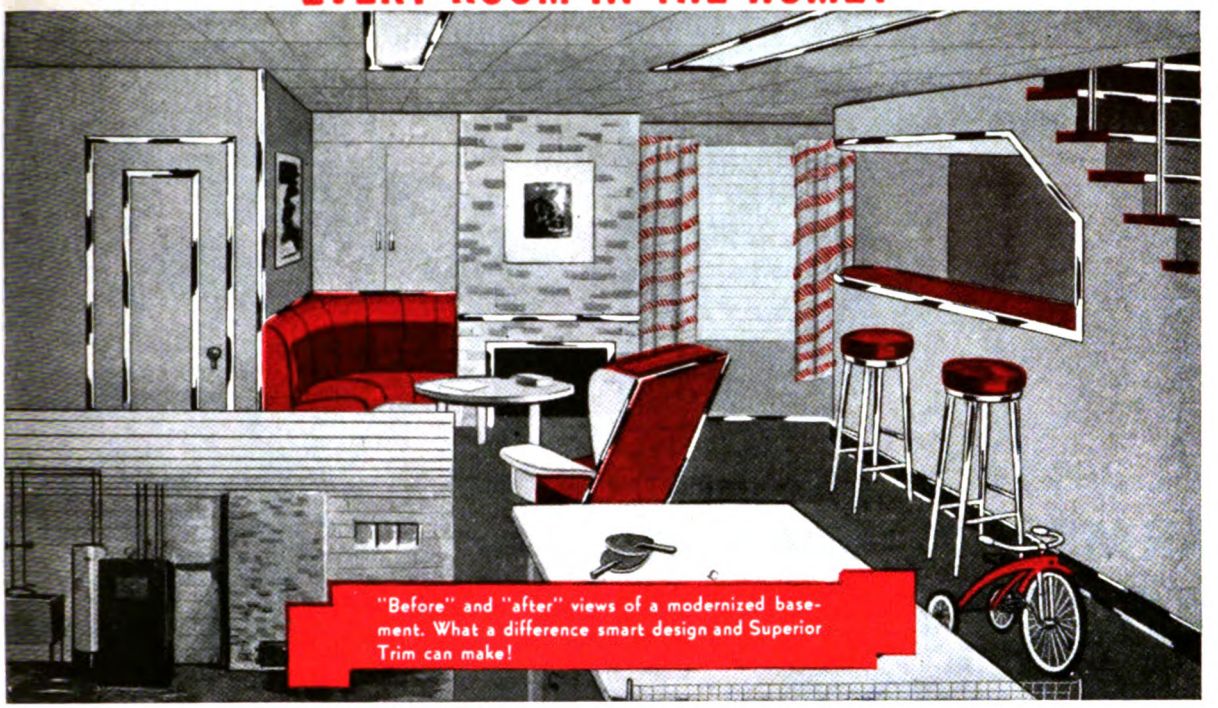
Beacon Quik-Gloss is Fair Traded



The Only Big selling Floor wax not sold through grocery stores!

Digitized by Google

THERE'S A SUPERIOR ALUMINUM TRIM FOR EVERY ROOM IN THE HOME!

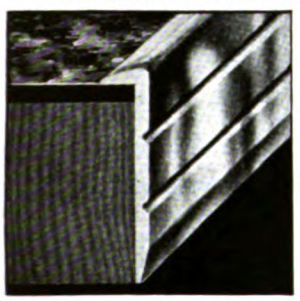


"Before" and "after" views of a modernized basement. What a difference smart design and Superior Trim can make!

200 SUPERIOR ALUMINUM TRIM SHAPES NOW AVAILABLE

QUICK DELIVERY TO ANY POINT IN THE UNITED STATES

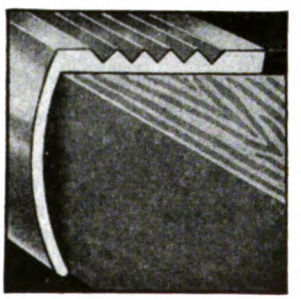
No one can give you better service than Youngstown Manufacturing, and *only* Youngstown can give you matchless SUPERIOR aluminum trim. It's finished by the exclusive Schuler luster process, and True-edged for perfect straightness and easier installation. Check with Youngstown Manufacturing for all your metal trim requirements, and be sure of meeting every customer's needs. Write today for literature and prices.



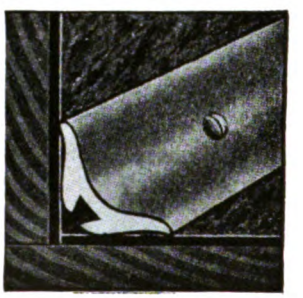
No. 528 NOSING



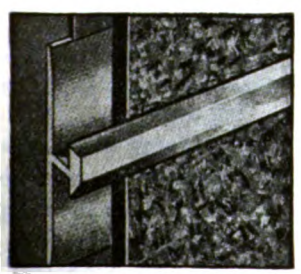
No. 669 HEAVY DUTY NOSING



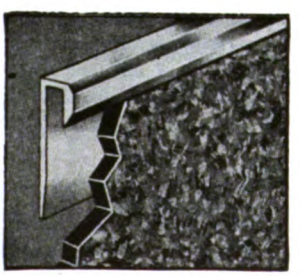
No. 54 BUTT TYPE NOSING



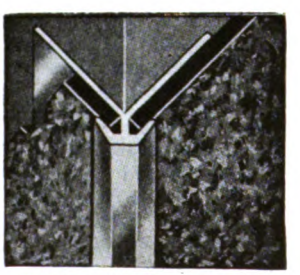
No. 121 COVE



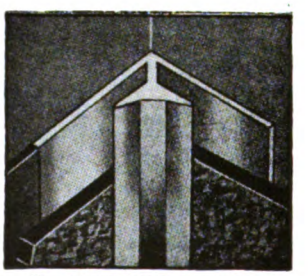
No. 550 DIVISION BAR



No. 551 CAP MOULD



No. 552 OUTSIDE CORNER



No. 553 INSIDE CORNER

SEND FOR CATALOG AND PRICES *Today*

YOUNGSTOWN MANUFACTURING, INC.

66-76 S. PROSPECT ST. · YOUNGSTOWN 6, OHIO

MAKERS OF SUPERIOR METAL TRIM SINCE 1930

Dept. 4 *Please Send Us Literature and Prices*

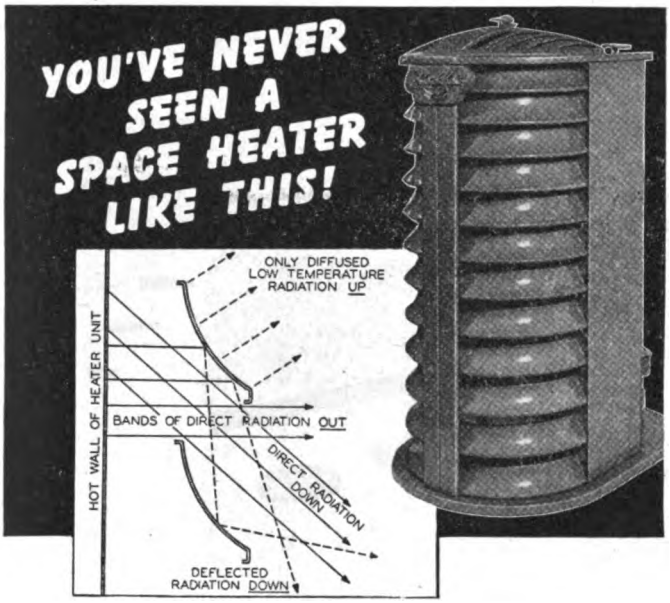
Company_____

Your Name_____

Address_____

City_____ State_____

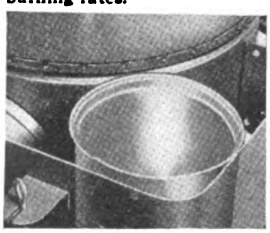
Digitized by Google



WARMS THE FLOOR WITH *RADIANT HEAT!*



The Winkler Econo-mizer Burner gives efficient, smokeless performance over its full range of burning rates.



The heavy rust-proof humidifier holds 2 gallons of water. Easily filled through opening in grille.



The "Snap off—Snap on" Deflector front amazingly simplifies cleaning of burner.

You can't beat radiant heat for real winter comfort. It's just like summer sunshine, stimulating and health-protecting. That's why the oil-burning Winkler Radiant-Air Heater is sweeping the country!

This heater offers a unique combination of Radiant Heat and gently circulated warm air never before obtainable! It produces and distributes heat so efficiently that operating cost is incredibly low. Its smartly modern design catches every eye!

Why Winkler "Down Glow" Heating means greater comfort

Look at the diagram above. The greater part of radiant heat rays pouring from the front of the heating unit are directed *floorward* by the scientifically curved surfaces of the Deflectors. These heat rays are absorbed by the floor, which becomes a warm radiant surface itself. At the same time, warmed air rises through the top grille. Thus *dual* heating is produced which warms both air and floor!

And remember this — no fan is needed to obtain all the benefits of this revolutionary kind of heating!

Send at once for descriptive literature. You'll find it the best profit news you've read in a long time.

WINKLER
Radiant-Air HEATER

U. S. MACHINE CORP., Dept. AK-38, Lebanon, Ind.



DEPENDABLE *Nourse*

PRODUCTS

Sure-Fire Repeat Sales for Hardware Dealers Everywhere

Dependable Nourse Oils, Greases, Farm Lubricants and Household Specialties have been tested and proved for forty years. The slogan, "Business is Good," and the trademark of the "Nourseman" will mean real profits for you. Order from your Hardware Jobber. If he can't supply you, order direct. Billing will be made through the jobber you specify.

Every item in the Nourse Line is backed by the "Nourse Ironclad Guarantee." Buy any size can or bottle of any Nourse product and use half of it. If not perfectly satisfied return the unused half and your money will be refunded.

— • —

FREE
Complete catalog of Nourse lubricants and Petroleum Specialties. Write for your copy.

Business is Good

Nourse Neatslene Harness Oil
A special formula harness oil with guaranteed rat and mouse repellent qualities.
Neatsfoot Oil
Red Label D.D.T. Spray
Knok 'Em Kold Fly Killer
A Pyrethrum base cattle and livestock spray. Kills flies on contact.
Powdered Insecticide Containing D.D.T.
Crystal Spray Window Cleaner
Rosewood Furniture Polish
Ruby Red Floor Dressing
Nourse Home Lubricant
White Cream Separator Oil
Windmill Oil
Washing Machine Oil
Stock Dip
Medicated Hog Joy Oil

NOURSE OIL COMPANY
KANSAS CITY 8, MISSOURI

Digitized by Google

That pot o Gold is yours

with

Federal's RAINBOW LINE



Rainbow—America's leading line of enameledware coffee makers—is now available in quantity. No matter how your customers like to make their coffee, they'll find the right brewer in the Rainbow line—including the famous Flavor-Savor drip coffee maker approved by the National Coffee Association. Four flashing colors to spark your displays: red, blue, yellow and green. Three most popular sizes: two, six and eight cup percolators and six cup drip coffee maker.



FEDERAL ENAMELING & STAMPING CO.

Pittsburgh, U. S. A.

World's Largest Manufacturer of Enameled Kitchenware

Digitized by Google

SPRA-RITE

GUARANTEED
against package leakage for the life of the nozzle!

STYLED TO SELL

Precision built to LAST



NO OTHER NOZZLE

Offers such an outstanding combination of selling features...

1. Two piece body construction with a large thickness of graphite rubberized duck packing which assures perfect alignment and eliminates packing leakage.
2. No wire or metal washer to cause corrosion or sticking.
3. Aluminum body of sturdy construction which is lighter in weight and gives it the eye appeal that is so helpful in selling most items.
4. Machined 100% throughout with extreme care and accuracy. Precision being responsible for the perfect spray and water control at all times.
5. Its modern design and polished finish makes it the most attractive nozzle manufactured today.
6. Brass stem with large diameter that delivers up to 20% more water than most nozzles.
7. Coupling designed to prevent washer from falling out in handling.
8. Each nozzle individually packed in separate containers for the purpose of adding eye appeal, distinction and protection from dirt in storing or handling.

SPRA-RITE • to-days fastest selling hose Nozzle!

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WHY PINCOR MEANS PROFITS FOR YOU IN 1948!





- Self-propelled
- Pincor-built 1½ H.P. 4-cycle easy-starting engine
- Fully enclosed transmission
- Positive automotive-type clutch
- Built-in blade sharpener—no extra cost
- All-steel chassis—welded steel frame
- Over-size, puncture-proof tires
- Hand adjusted cutting height—½" to 2½"
- Full 20" cutting width
- Welded steel reel—heavy-duty bed knife
- New Departure sealed lubricated bearings

Practically no power mower prospect can escape seeing that "IT'S FUN TO PILOT A PINCOR!"—the selling slogan that headlines PINCOR national advertising for 1948. Never before has any power mower been promoted like this! Full-pages! In glowing four-colors! Plus a complete package of the most spectacular merchandising plans ever seen in the field!

BUILT FOR SPEEDY CUTTING—AND SELLING!



NEW PINCOR ELECTRIC HEDGE TRIMMER is an important feature of all PINCOR national advertising. Watch this advertising work and sell for you!

CASH IN WITH THE BIG 1948 NATIONAL ADVERTISING CAMPAIGN OF AMERICA'S LARGEST PRODUCERS OF COMPLETE POWER LAWN MOWERS

PINCOR PRODUCTS

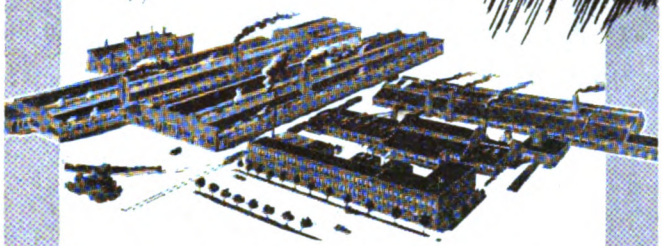
Manufactured by Pioneer Gen-E-Motor Corporation
5841 West Dickens Avenue, Chicago 39, Illinois

POWER LAWN MOWERS • HAND LAWN MOWERS • ELECTRIC HEDGE TRIMMERS ELECTRIC POWER PLANTS

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Seventy Years of Service 1878 - 1948

MOLINE IRON WORKS 70 Years of Service 1878-1948



Celebrating Our 70th Birthday

For Seventy Years Quality has been tradition at the Moline Iron Works. Moline products are well known for durability and performance, and are made by men and women to whom the maintenance of high standards is a matter of great pride. Many of our employees have from 25 to over 50 years of service, and second and even third generations of some families are MIW family members. We salute the past and look forward to the future with thanks to our customers and friends who have made our growth and success possible.

Moline Iron Works Products

Hay Handling Equipment — Tackle Blocks — Wire Stretchers — Rope Hoists — Load Binders — Saddlery Hardware — Foundry Molding Machines — Wagon Hardware — Refined Malleable Castings — Clevises

MIW

Write for Catalogues

MOLINE IRON WORKS

MOLINE, ILLINOIS

PROFITS for you in this POPULAR SPRING SELLER



Easy to recognize by the green roller and red frame marked DUNHAM

DUNHAM WATER WEIGHT LAWN ROLLER



This spring more lawns, more greens than ever are going to badly need rolling . . . So be ready to sell more lawn rollers . . . Be stocked with the roller that has so long had the enthusiastic acceptance of home owners, golf club greenkeepers, park and cemetery superintendents — the Dunham Water Weight Lawn Roller.

See These Selling Features

- **New KEYSTONE OILITE self-lubricating bearings make the Dunham easier to operate.**
- **Can be used with either water or sand filler.**
- **Drum kept clean automatically by adjustable scraper.**
- **Strongest possible construction throughout.**
- **Watertight steel drums have heavy steel heads and rounded edges — won't damage turf.**
- **Aluminum pipe plug, easily removable for filling.**
- **Complete line of popular sizes at popular prices.**

Send your order in NOW. For full information, discounts, literature, etc. write or wire —

JG-156

JOHN H. GRAHAM & CO. INC.

GENERAL SALES AGENT

105 DUANE ST., NEW YORK 8, N. Y.

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BOTH IN THE BAG

ARMOUR Velvetgreen and Greater Plant Food Profits for '48!

Plant food dealers are set for greater profits in '48 with Velvetgreen, Armour's great new home plant food. And Armour is set up to help with a powerful advertising campaign breaking soon in Sunday newspapers and national magazines, many ads in full color. Velvetgreen has what it takes to please your customers: It's backed by Armour "know-how," beautifully packaged, easy to apply — a better plant food for every home and garden use.



ACT NOW

The coupon below will bring full details about the great profit possibilities in Velvetgreen, Armour's fine new plant food. Act now to get full benefits from Velvetgreen's big advertising campaign. For greater profits in '48, clip and mail the coupon today!

FEEDS PLANTS 3 WAYS!



Develops better root systems



Builds sturdier stalks and leaves



Makes finer flowers, fruits, vegetables

1 lb. - 10 lb. - 25 lb. - 100 lb. Bags

Armour Fertilizer Works
P. O. Box 1685, Atlanta 1, Ga.
Velvetgreen Dept. HA

Please send me further information about the profit possibilities in Velvetgreen.

I am a_____distributor, _____retailer.
(Check one. Absolutely no obligation.)

Name_____

Firm_____

Address_____

City_____ State_____

Manufacturing Plants Located at:

Albany, Ga.
Atlanta, Ga.
Augusta, Ga.
Baltimore, Md.
Birmingham, Ala.
Carteret, N. J.
Chicago Heights, Ill.
Cincinnati, Ohio
Columbia, S. C.
Columbus, Ga.
Dallas, Tex.
East St. Louis, Ill.
Greensboro, N. C.
Houston, Tex.
Jacksonville, Fla.
Jeffersonville, Ind.
Montgomery, Ala.
Nashville, Tenn.
New Orleans, La.
Norfolk, Va.
Searsport, Maine
Sandusky, Ohio
Wilmington, N. C.

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It's NEW
It's *Revolutionary*

the color of the label is the color of the finish



low priced high quality line

Here's a hot selling idea to boost your paint sales! "The color of the LABEL is the color of the FINISH." Customers like the snappy SELF-SERVICE . . . trouble-free selection without color-card confusion. Cash in on the big household paint market. Feature STALEY'S RE-NEW-IT FINISHES now. Complete line of quality enamels, varnishes, varnish stains, porch and floor enamels.

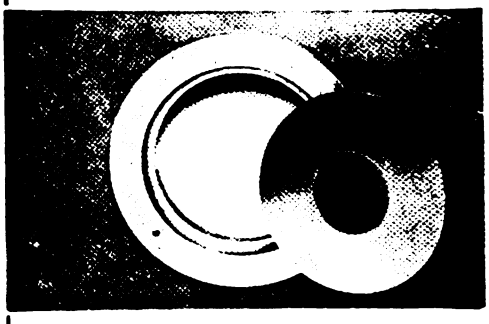
Check these many Advantages:

1. One coat covers . . . gives lasting brilliance.
2. Flows evenly . . . dries quickly.
3. Resists heat and acid.
4. Will not chip or crack.

WRITE TODAY FOR COMPLETE INFORMATION

STALEY'S RE-NEW-IT FINISHES CO. · ST. LOUIS, MO.

AMERICAN WALL SAFE



***Retails profitably at only* $39.95**

Dealer and Jobber franchises now being awarded

A "SAFETY DEPOSIT VAULT" for

Home, Office, Store, Gas Station, etc.

Easily installed in

Partitions, closets, chimney walls, foundation walls, floors, etc.

INSIDE DIMENSIONS: 7" deep 10" wide, 14" long

- **FIRE RESISTANT**
- **BURGLAR RESISTANT**
- **Genuine YALE four-tumbler comb. lock**
- **10,000 possible combinations**
- **Combination easily reset by owner**
- **Concealed Hinges**
- **Tamper Proof precision fit door**
- **Special Asbestos Lining**

Write for full details and prices

AMERICAN WALL SAFE MFG. CO. INC.

Office: 29 Pearl St. **Factory: 65A Water St.**

WORCESTER, MASS.

Every home with a **WARM AIR HEATER IS A**

PROSPECT *for* MO-CO *REGISTER FILTERS*



PAT. PENDING

- STANDARD SIZES FOR ALL REGISTERS
- SELL ONE FOR EACH REGISTER in the HOME
- CUSTOMER INSTALLED
- EVERY INSTALLATION SELLS ANOTHER ONE

An easy-to-sell item that delivers a real service to homemakers. Stops 90% of dirt, yet permits free air circulation. Cleanable, durably fire-safe metal construction. Warm air furnace (coal, oil, or gas) users all need MO-CO. Unlike unsightly adapters, MO-CO fits inside registers. Sells fast at nice profit.

Write TODAY for your proposition

THE MODERN MANUFACTURING COMPANY

624 WARD AVE. GIRARD, OHIO



BEALL
SPRING WASHERS

Keep bolted assemblies *permanently* TIGHT

BEALL helical SPRING WASHERS have "live action" and exert tightening pressure over a long range.

They compensate for ALL causes of looseness including vibration, bolt stretch, rust and breakdown of finish under the nut and bolt head.

IN STOCK in all Standard Sizes; made of Carbon Steel, Stainless Steel, Everdur and Duronze.

Available in Bulk and Packages thru Hardware Jobbers



BEALL TOOL DIV. (Hubbard & Co.)

150 Shamrock St. **EAST ALTON, ILL.**

ASK YOUR JOBBER

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GOOD BUILDINGS DESERVE GOOD HARDWARE

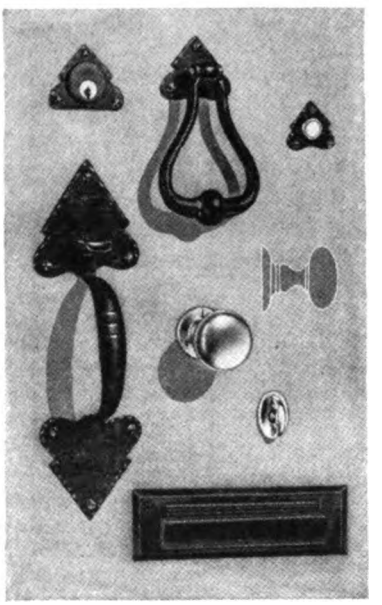
by

CORBIN



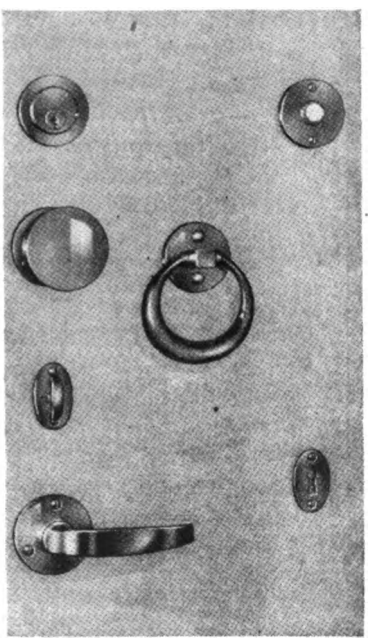


In complete sympathy of design, the Southern Colonial Residence deserves the traditional splendor contributed by Corbin's "Somerset" Hardware in polished brass.



Corbin's "Lexington" design has been created to complete the atmosphere of substantial well-being radiated by the Cape Cod or Colonial home. Available in the rugged beauty of Wrought Iron.





Correct Hardware Accessories for the Home of Modern Design will be found in Corbin's "Tempo" creations in Dull Chromium. These lovely examples of Fine Crafting in metal lend graceful emphasis to that truly modern atmosphere.



Just ask your Jobber for CORBIN

P. & F. CORBIN DIVISION
The American Hardware Corporation
New Britain, Connecticut

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To Start the Sales of CUPRINOL

Because the general use of rot-proofing and mildew-proofing preservatives is comparatively new, we are frequently asked "How much should I stock?"



INTRODUCTORY ASSORTMENT

Here is our recommended introductory order.

24 1-Quart Cans assorted for the preservation of wood, fabrics and rope.

6 1-Gallon Cans assorted for the preservation of wood and fabrics.

LIST PRICE $37.80 DEALER PRICE $25.20

3 cartons to shipment. Weight 108 lbs. Freight prepaid on all orders over 100 lbs.

With this order we include 225 4-page, envelope size descriptive folders and 1 each counter display cards of Cuprinol for Wood and Cuprinol for Fabrics.

Cuprinol is being regularly advertised in 1948 in *Better Homes & Gardens*, Florists' Papers, Marine Papers and Hunting and Fishing Magazines.

Mail the Coupon for this Introductory Assortment

CUPRINOL Division, Darworth, Inc.
52 Maple St. Simsbury, Conn.

CUPRINOL Division, Darworth, Inc., 52 Maple St., Simsbury, Conn.
Kindly ship me, under regular terms, your $25.20 introductory offer.

NAME_____

ADDRESS_____

BILL_____
direct or jobber's name if desired

sensational new way to paint!



HUDSON Speedway* Lektrik Spray PAINT GUN

SAVES ✓ TIME ✓ PAINT ✓ MONEY

"The greatest improvement the paint business has ever known." That's what they're saying about the amazing new Hudson Lektrik Paint Gun. And Hudson is giving it terrific backing in national advertising, promotion, and display. Get on the band wagon NOW and get YOUR share of the profit.

Equipped with Portable Motor

Hudson's 110-120 Volt AC/DC motor develops 22 lbs. free air. Practical for homes and farms. A "must" for hobbyists. Paints smoothly with little effort. You always get a master-craftsman job.





Every Kind of Painting

Glass jar holds 24 oz. enamel, varnish or paint. Paint Gun is equipped with adjustable sprayheads and directional nozzle, for painting up, down, sideways or straight ahead. Fingertip control. No painting mess.



Saves Time — Paint — Money!

A lifetime investment. Sells for only $34.95 complete with motor, higher in western territories. Guaranteed. No extra gadgets, gimmicks or spare parts required. Just 8 pounds complete.



*T. M. Reg. U. S. Pat. Off.

NATIONALLY ADVERTISED IN THE SATURDAY EVENING POST

HUDSON Speedway* Lektrik Spray PAINT GUN

© H. M. Co. 1947

H. D. Hudson Manufacturing Company, Chicago, Illinois, U. S. A.

A Hudson Sprayer For Everyone Everywhere

ORDER FROM YOUR JOBBER TODAY — OR WIRE HUDSON TODAY!

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LESSENING THE NEED FOR SUBSTITUTE SCREENING!



BRONZE INSECT SCREENING is going to be more widely available in 1948. Our own production of bronze wire for cloth manufacturers is the greatest in years.

Anaconda four-color advertising in national home magazines, read by millions, will remind your best customers that nothing else compares with bronze* for strong, durable, *economical* insect screens.

This advertising keeps telling them that bronze will never rust, that it is *tough,* that it admits maximum light and air... and that, because of its long life, it actually saves money!

For a fast-moving, moderately-priced, high-quality item, remember *bronze screening.* 4885

*The American Brass Company does not weave bronze insect screening, but from the earliest use of metal for screens, has furnished uniform high-strength bronze wire to the nation's leading manufacturers.

ANACONDA
from mine to consumer

Anaconda

BRONZE SCREEN WIRE

THE AMERICAN BRASS COMPANY

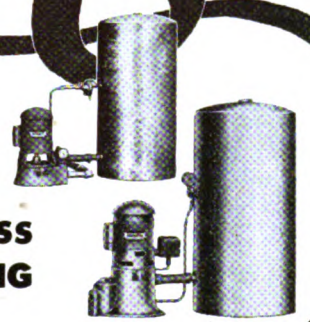
General Offices: Waterbury 88, Connecticut

Subsidiary of Anaconda Copper Mining Company

In Canada: ANACONDA AMERICAN BRASS LTD.
New Toronto, Ont.

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They'll be "Going Great" in '48



THE PEERLESS JET

THE PEERLESS WATER KING

Peerless DEALERS

Sell These Two Great Domestic Water Systems That Fill Every Customer's Requirements for Water.

It's not too late in '48 to secure a good share of profits from the vast water-hungry, domestic pumping-systems market.

You, as a Peerless Dealer will enjoy the many benefits that come from selling two most advanced domestic water systems, effectively supported by complete advertising and merchandising aids. Plan with Peerless and make your Peerless dealership a partnership for profit!

Write today for your copies of Jet and Water King Bulletins and additional details of a Peerless dealership.

PEERLESS WATER KING
For Shallow Wells

Capacities: 275 to 860 Gals. per hour. "The Only Pump with Magic Wings to Water Lift."

PEERLESS JET SYSTEM
For Deep or Shallow Wells

Capacities: 120 to 7500 Gals. per hour. A 100% automatic system. Simplicity at its finest.

Have you seen the Peerless Plan?

Here you will find countless reasons why Peerless has and is making sensational strides in the billion-dollar domestic water system market. Write to nearest district office for full details.



PEERLESS PUMP DIVISION

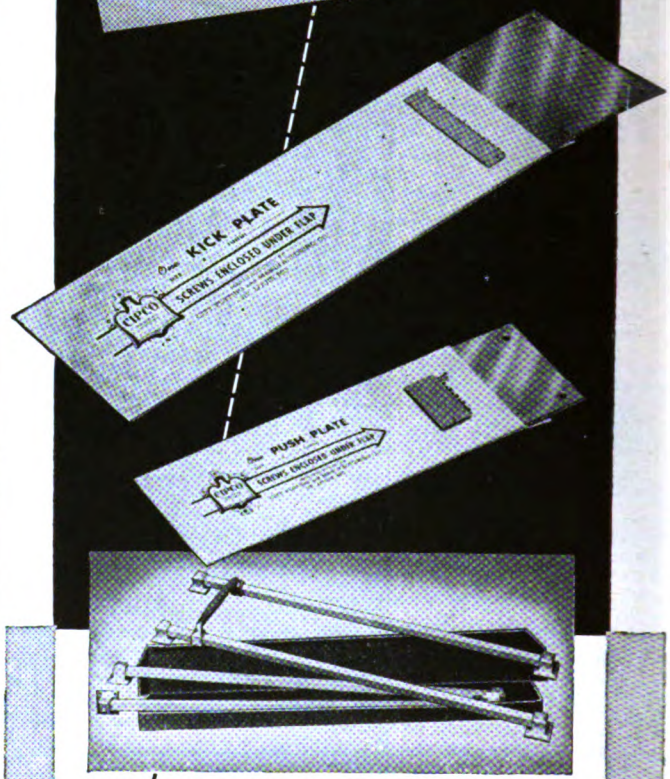
Food Machinery Corporation

fmc PEERLESS PUMPS

Factories: Los Angeles 31, Calif.; Quincy, Ill.; Indianapolis, Ind. *District Offices:* Chicago 40, 4554 No. Broadway. Philadelphia Office: Suburban Square, Ardmore, Pa. Atlanta Office: Rutland Building, Decatur, Georgia; Dallas 1, Texas; Fresno, Calif.; Los Angeles 31, California.

- *Easy to Stock*
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New!

KNURLED JAW TIPS
THIN NOSE
INVOLUTE JAW CURVE
WIRE CUTTER

THIN-NOSE VISE-GRIP with WIRE-CUTTER

NEW GEOMETRY: MORE POWER EASIER TO OPEN



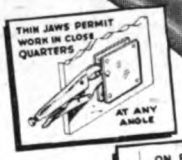


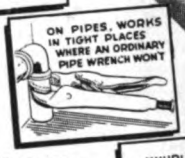
People are calling for this great new VISE-GRIP in ever-increasing numbers. VISE-GRIP, with its famous Ton-Grip and its ability to lock to the work and remain locked with hands removed, now has these new added features:

INVOLUTE JAW CURVE: See the illustrations at left. These new jaws provide 4-point gripping on all size nuts—small and large. And extra tooth-contact on round work, up to 1⅞" diameter. *Far better than a pipe wrench.*

Besides, there's the new Thin Nose, Ton-Pressure Wire-Cutter, Knurled Jaw Tips, and Easier Opening. Yes, it's a honey of a tool!

And we're telling millions of folks about these new features. Be sure your customers know you have the New VISE-GRIP in stock.







WITH Cutter
7" $2.25
10" 2.50

WITHOUT Cutter
7" $1.85
10" 2.25

Order from your jobber.

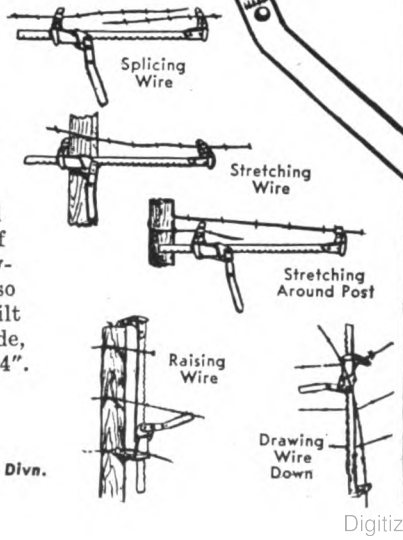
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Golden Rod All-Purpose FENCE TOOL



World's FASTEST, EASIEST-TO-USE Fence Tool

Here's the fence tool users Really Like! Thousands of farmers and ranchers will have no other. They insist it is the greatest tool of its kind for stretching and splicing wire. It does the most difficult fence work so much Easier, Better, Faster. Makes fence repairs in half the usual time! It's powerful, easy to operate. Mechanical "dogs" on strong hooks grip any kind of wire securely—never slip. Ideal for drawing both wire-ends tight for splicing. Also has many uses besides fence work. Built of finest materials. Main bar is 1¼" wide, full ¼" thick. Ratchet action is full 24". Retails at $4.95.



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Order through your jobber.

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New PROFIT Maker

HANDEE PLASTIC-CRAFT KIT

Has a growing market among hobbyists and workers in plastics. Complete equipment to make gem-like, internally carved costume jewelry, wall plaques, paper weights, door knobs, etc., which attract attention and sell at high prices. This kit contains plastic cutters, sanding, buffing and polishing accessories, colorful dyes, enough clear plastic to make products with a retail value of over $50.00, with full instructions. Made for use with the Handee, but will fit any electric tool. Nationally advertised at only **$6.95**

PUT THIS SET IN WINDOW OR ON THE COUNTER— Watch it go!



With a Handee Kit and the Plastic-Craft Kit, a fellow can really go to town — he can do just about everything. Sell the combination and you have an accessory customer for years to come.

HANDEE TOOL OF 1001 USES

First tool of its type and today's finest. Balanced to fit your hand, weighs only 12 ounces, and handles like a pencil. Grinds, drills, engraves, cuts, carves, sands, saws, polishes any material—metal, alloy, plastic, wood, leather, etc. Runs at a cool 25,000 r.p.m. AC or DC. Handee in an eye-appealing carrying case with 40 most popular accessories is nationally advertised at $27.50. Handee (without case) and 7 accessories $20.50.

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1101 W. Monroe St., Dept. HA, Chicago 7, Ill.

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...Easy to SELL at the PRICE!

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Dealers!...

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WOOD

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THE WOOD SHOVEL AND TOOL COMPANY, PIQUA, OHIO

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HARDWARE AGE

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"The Hardware Dealer's Magazine"

Established 1855, succeeding and embodying "Hardware" of New York, "Stoves and Hardware Reporter," St. Louis; "The Western Hardware Journal," Omaha; "Iron Age Hardware," New York City; "The Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York, and "Good Hardware," New York.

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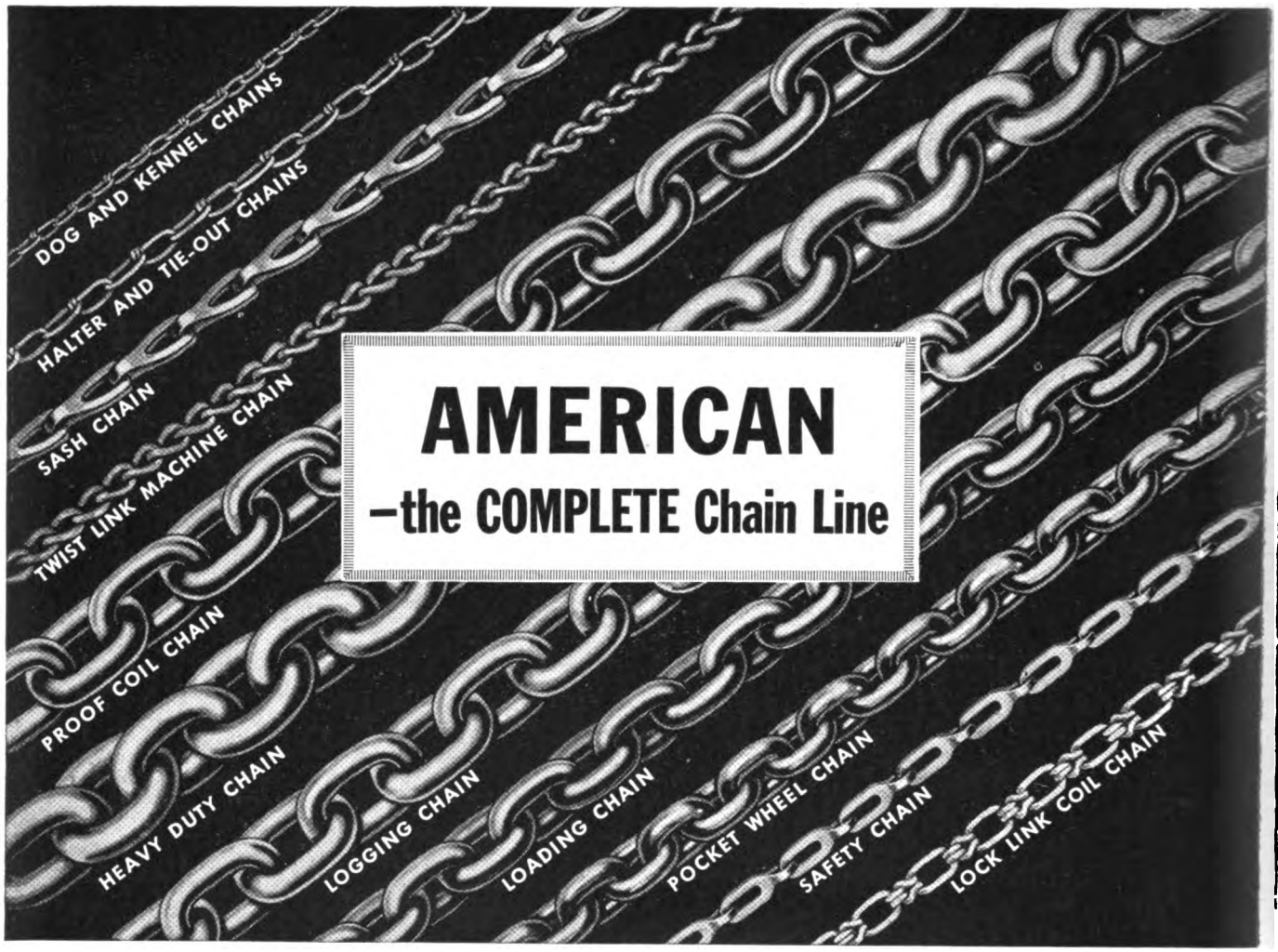
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A Few of the More Popular American Chains

DOG and KENNEL CHAINS—These and also the **HALTER and TIE-OUT CHAINS** are made of Tenso Pattern Chain, the most popular weldless pattern made of wire. Dog Chains also made of Elwel twist link welded chain.

SASH CHAIN—Acco No. 8 runs smoothly over any cord-pulley.

TWIST LINK MACHINE CHAIN—A light, strong welded chain—one of the popular Elwel patterns.

PROOF COIL CHAIN—Also called common coil chain. A general-purpose steel welded chain.

HEAVY DUTY CHAIN—Also called Dredge or Crane Chain. A wrought iron chain made in two grades.

LOGGING CHAIN—Proof Coil or BBB Grade steel chain, made up into assemblies of 10 to 20 foot lengths with grab hook and ring or grab hook and slip hook.

LOADING CHAIN—Electric welded steel chain with strength, flexibility and light weight.

POCKET WHEEL CHAIN—Links formed, welded and gauged to exact dimensions.

SAFETY CHAIN—Also called Plumbers' Chain. Made of brass or steel stamped links.

LOCK LINK COIL CHAIN—This pattern of weldless chain is particularly good for operating over sprockets.

e Look to your American Chain jobber for all types of welded and weldless chain, fittings, assemblies, hooks, repair links, cotter pins.

ACCO

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AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE

TRADE MARK

In Business for Your Safety

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Informal Editorial Comments

JUST AMONG OURSELVES

By Charles J. Heale

Should Manufacturers Charge For Advertising Material?

EDITOR'S NOTE:—By special permission we are presenting what we consider an excellent analysis on the subject of who should pay for what in connection with manufacturers' advertising helps available to their retail outlets through their respective wholesalers. This opinion is taken from a recent issue of "The Spokesman," published monthly by The Bronson & Townsend Co., New Haven, Conn., wholesale hardware distributors.

We are much in accord with the basic premises established and feel that this is a message very much worth the thoughtful consideration of producers and of both wholesale and retail distributors in the hardware field.

All involved should never forget that all promotion efforts are intended to help "all involved" in completing the sale of goods to the consumers.

While it is not included in the particular discussion presented here, we cannot refrain from remarking that we think both wholesalers and retailers are definitely off base when they put the pressure on their respective sources of supply for financial help, asking either for money or merchandise, to help promote projects designed primarily to improve their own business—and there has been too many of such appeals.

—CJH

THERE has been a great deal of discussion in the trade for the past several months as to whether or not manufacturers should charge for advertising materials. Almost everyone agrees that certain types of materials should be charged for, but just where to draw the line between free point-of-sale advertising helps and ones which should be charged for on a cooperative basis, has caused much comment in the trade and we felt that an open discussion of this subject would benefit manufacturers, wholesalers and retailers.

In the first place, every manufacturer has an advertising budget and in setting up this budget, he should allocate a certain percent-

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age to the various types of advertising and advertising materials which it is going to cover. We do not think that there is any disagreement with reference to national advertising. National advertising is, in all cases assumed as a manufacturer's responsibility. Assuming that we agree on this point, let us consider advertising costs other than national advertising and consider which should be charged for and which should not.

Local point-of-sale consumer advertising such as circulars, catalogs, temporary window and counter displays, newspaper mats, etc., normally should, we believe, be furnished by the manufacturer on a no-charge basis to the retail trade. The manufacturer, we believe, should make provisions for this type of material in his own advertising budget when figuring his cost of production.

A border-line case is that of local newspaper advertising or radio advertising tying in with manufacturers' national advertising plans. In most cases, manufacturers can well afford to set up a cooperative advertising fund, realizing that advertising of this type done by dealers, certainly benefits the product on an overall basis just as much as it does the dealer, and in many cases, manufacturers offer some sort of a cooperative advertising plan to cover newspaper and radio advertising run by dealers. There is a considerable difference of opinion on this subject and we think that this should depend quite largely on the scope of the manufacturer's own national advertising campaign. If a manufacturer has an outstanding national consumer advertising program, we can understand his viewpoint that dealers, in tying in with this campaign, derive the advantage of it in their own local market and, frankly, there is much to be said for a manufacturer not tying in with dealers cooperatively if

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NOTE — All readers of HARDWARE AGE are invited to contribute their opinions upon this subject.

Their comments will be welcomed.

□ □ □

they do a large volume of national advertising. On the other hand, some manufacturers who do the largest sort of an advertising job on a national basis, regularly plan to have a cooperative advertising fund for just this purpose. We do not believe that there is any real agreement as to the course which should be followed in this case.

Right at this point, we would like to point out one wasteful phase of manufacturers' advertising which is honestly their own fault. Most manufacturers' salesmen when they call on us as a distributor, urge on us undue quantities of free advertising materials which frankly we can never use. When a manufacturer's salesman asks us how many envelope enclosures we want and when we honestly tell him that we see no use for more than 500 or 1000 copies for our advertising file, he often says, "Oh, you can certainly use 2000 or 3000, can't you," and sometimes he feels hurt when we turn him down. Apparently, these men attempt to push out advertising materials in an effort to show that they are "on the ball" and we believe that there is a tremendous waste at this point which the manufacturer could well avert through distributing his advertising materials on a more exact basis.

Probably the most controversial point of this whole question of whether to charge or not to charge for advertising materials, comes down to the permanent or semi-permanent display. Most retailers grant that if a manufacturer's display is of an honest-to-goodness permanent "fixture" type, he should pay part of the cost of its production. This type of display cannot very well be budgeted at the beginning of the year as a part of general advertising expense, and we go along with our suppliers as to the soundness of charging for honest-to-goodness permanent fixture-type display units. However, on temporary or semi-permanent displays, we do not think that the dealer should be charged and we think that this is the point which has caused so much controversy during the past several months. This criticism is accentuated because advertising materials cost so much today, and when a dealer compares the cost of advertising materials with pre-war displays, he thinks that he is getting a "raw deal." We will not use any names but there have been several so-called, "display deals" offered which have caused considerable reverberation in the trade. Much of this could have been averted, we believe, if manufacturers had used a little better judgment in getting real honest-to-goodness value for the dollars they spent on this display material. A combination of high costs and poorly designed product displays has given many manufacturers who do not deserve a "black eye," a bad reputation when it comes to selling display material, and we would like to see the situation corrected.

To sum the whole situation up, we believe that most temporary point-of-sale consumer advertising materials should be furnished by manufacturers on a no-charge basis and figured as a normal advertising cost in their advertising budget, but in the cast of permanent fixture-type displays, the dealer (and the distributor as well) should be willing to contribute toward the cost of production.

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Business Booster for Finishing Hardware

To make *good* business BETTER, 16 pages list:

- Entrance door sets
- Sectional trim
- Door knockers, bell buttons, letter-box plates
- Interior matching hardware
- Cape Cod door sets
- Bor-Loc lock and latch sets
- Screen and storm door sets
- Ball bearing and screen door closers
- Miscellaneous hardware

IT'S BIG - - - IT'S NEW

Again in 1948, LOCKWOOD steps out in front with an *entirely new, bigger than ever*, condensed file of Finishing Hardware for Builders . . . streamlined to short-cut selections . . . simplified to speed up buying decisions.

IT'S COMPLETE

Here's a complete listing of the finest in Builders' Hardware, clearly catalogued in a way that will let you order out whatever is needed — *almost at a single glance.* Here's everything from gleaming entrance sets to utility door-stops, tabled unit by unit to get you through specifications *quickly and profitably.*

20,000 active builders (and re-modelers) will get their copy of this new LOCKWOOD Finishing Hardware catalogue in SWEET'S 1948 FILE FOR BUILDERS. You'll want one, too. Write for it today . . . it's yours for the asking.

L-80

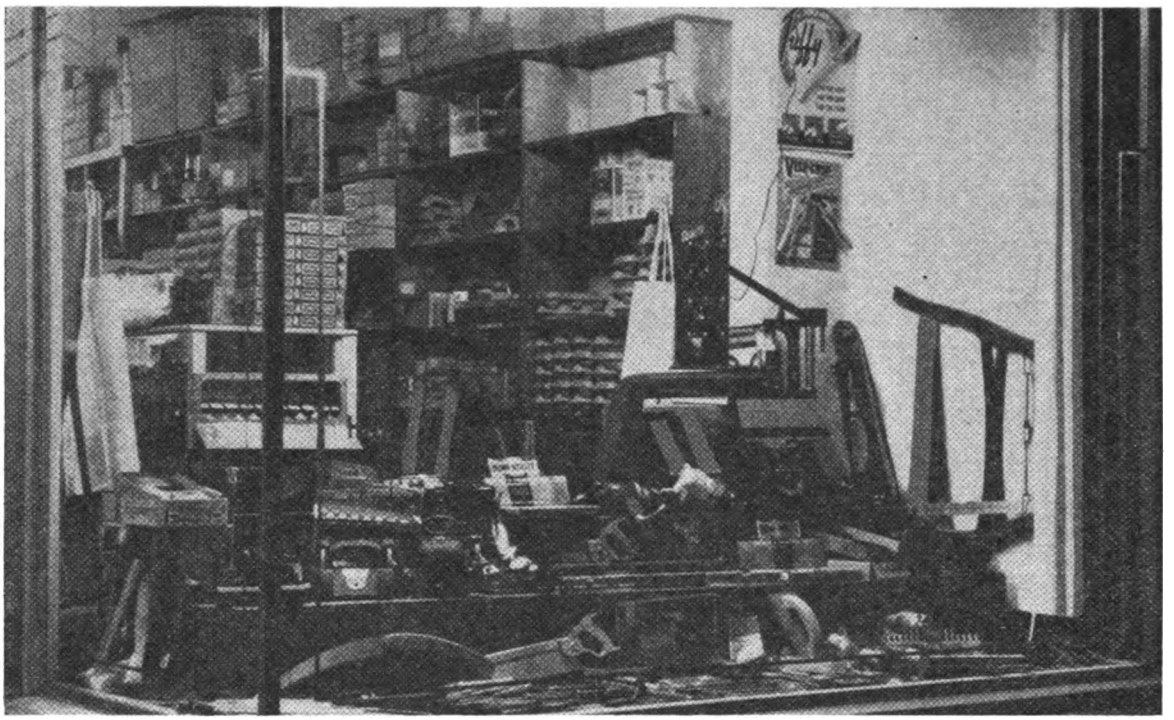
Lockwood

HARDWARE MANUFACTURING CO.

Division of Independent Lock Company • FITCHBURG, MASSACHUSETTS

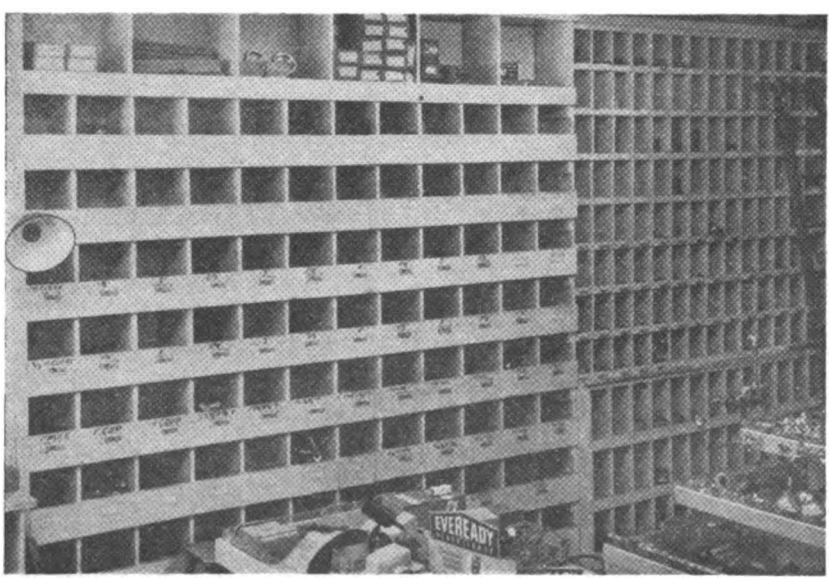
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Doubles Volume in Three-



Here is one of the two display windows. Displays are built high and lights are on nightly.

IN less than four years Mike Weisberg has built his store from a one man establishment. 25 by 50 ft. in size, to a larger one employing six men on a full time basis. Since taking over the Erik Hardware & Plumbing Co., at 13950 Ventura Blvd., Sherman Oaks, Cal., in April, 1944, he has increased business more than 200 per cent. Mr. Weisberg's operating success stems from the fact that he knows hardware and plumbing lines, studies his customers and then does his best to supply their needs.



These two racks contain a large selection of pipe fittings in all standard sizes and save time and trouble for the staff. Sizes and prices are shown on each item.

Must Please Customers

Serving a community of more than 6,000 people, he says, "Our customers must always be pleased. If merchandise is returned, we make a refund immediately and ask no questions. We know from studying human nature that what one person does not want, another will gladly buy."

Mike Weisberg has held a master plumber's and contractor's

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and-One-Half Years

The Erik Hardware & Plumbing Co. has built business more than 200 per cent since 1944. Ability to please customers pays dividends

license for 22 years. Although he no longer does plumbing, his knowledge of plumbing is a valuable business asset. Hundreds of home jobs have been successfully performed by customers thanks to his freely dispensed advice.

Plumbing Supplies

One section of the store is devoted to plumbing supplies. Mr. Weisberg had a pair of racks built to hold fittings that have proved most efficient. They consist of tiers of cubicles each of which is clearly labeled as to size of unions, tees, nipples, etc. One rack is 11 bins high by 14 wide, the other has eight high by 12 wide. Pipe lengths and cutting-threading equipment are kept outside the rear of the store.

The front central area of the store is a housewives' paradise. Here, on several of the store's five large island display counters. Erik's keeps a large assortment of quality utensils and kitchen ware. There is a section in the store devoted to just about every member of the family. The firm is doing a good business in home workshop and small tools. Precision tools are displayed in two large, glass cases set upon counters.

Electrical Accessories

Electrical accessories are another big item with Erik's. The store stocks every possible need for any job from complete home wiring to replacing the door-bell buzzer. A section of wall space displays items related to a wiring job while an island display contains a wealth of plugs, switches, fuses and what have you. Then, a rear corner of this store displays many types of lighting fixtures. Here again, as with plumbing, the straight-forward advice of the Erik Hardware Co. staff has helped many a home owner do his own repair or wiring jobs.

Gardening in southern California is literally a year 'round job, and for this trade, the stocks of tools, insecticides and plant foods are complete. Stress is laid on well advertised products.

The company carries a complete stock of builders' hardware, catering to the needs of building contractors and home owners alike. Whatever hinge, latch or bolt may be needed, Erik has it. Standard sizes of window glass are stocked in preparation for the next baseball that Junior heaves through the dining room window. The



Center section of the store. Islands toward the rear have cupboard space underneath for storing surplus stock.

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Owner Mike Weisberg, at left, discusses the merits of a kitchen sink faucet with one of his salesmen.

glass is kept in an upright cabinet with slim vertical sections for each size. Special sizes are cut to order.

For the plumbing trade, the firm keeps a display of bowls, sinks and kitchen units near the rear of the store. To provide against the last minute, motor-driven appliance breakdowns in the home, the store carries a complete line of replacement belts to fit a wide range of washing machine and refrigerator needs. These are displayed against the inner front of the store over the entrance.

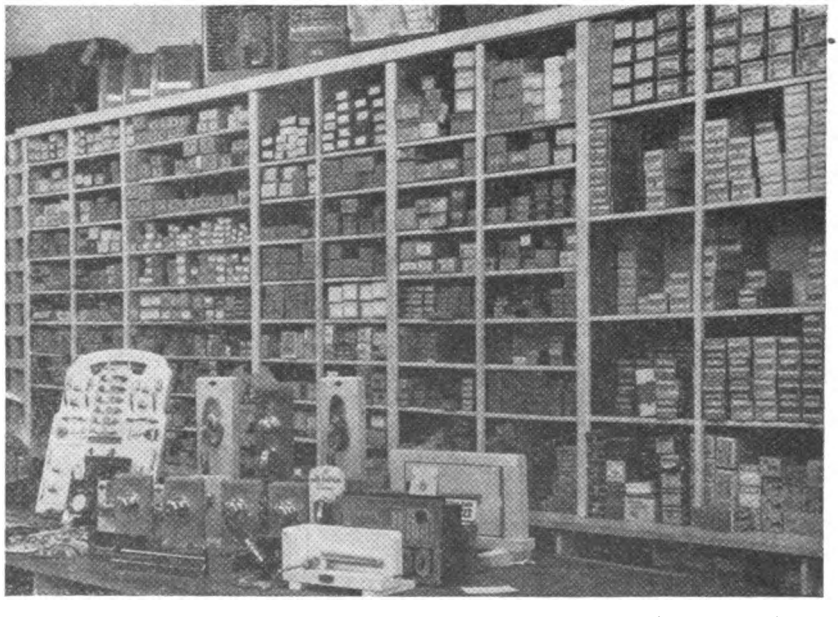
On short term sales of appliances and larger items, there is no credit charge for under 30 days. "The object in our policy is this, to ease the financial load on our customers. Furthermore, on this type of financing, we even extend credit without a contract being required," says Mr. Weisberg. This firm has found many of its customers well able to complete a deal for cash in 30 days. With the policy of no credit charge, an unbelievable amount of goodwill is built up, and there have been no losses.

The Erik company has two show windows. Window displays are built up on steps and feature eye-catching items in utensils, small appliances, tools, plumbing and electrical items and new merchandise heavy in public demand. A wide section of one wall display houses one of the most complete paint and varnish displays in the San Fernando Valley. Whatever it is, for floors, walls, marine finishes, Erik has it and the know-how in advising customers how to use it for best and lasting results.

Lighting the store is accomplished with eight, four-tube, 48-in. fluorescent fixtures for an even flood of interior light. The telephone plays a vital role in this business. It is busy most of the time and a long distance, cross-country call is regular procedure in the interests of keeping hard-to-get merchandise rolling in to meet the thousand-and-one wants of Erik customers.

Business from outside sources is important with Mr. Weisberg. An efficient contact man who knows his building requirements, he is out with contractors and builders every day. He understands the business and when he says, "We'll have it delivered for you," and names the date, he delivers the goods and on time.

The Erik Hardware & Plumbing Co. is a neat, orderly and well kept store. There are no fancy frills, concentration being on merchandise.



Outside sales to builders and contractors form a big part of the firm's business. Here is a section devoted to builders' hardware.

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Nail Makers Cleared of Complicity in Feeding Gray Markets

Steel Industry Cold to Larger Allocations

Congressional committee gets producers' promise to attempt nail production increase in housing sizes; closer policing of outlets and to step up shipments into critically short areas. Supplies to gray marketeers to be shut off.

ALTHOUGH a Congressional investigating committee has now entered the picture and pledged its aid, the job of licking the nail shortage is not going to be an easy one. This much was made clear in Washington on December 17 when the Flanders subcommittee of the Joint Housing Committee met with members of industry including major nail manufacturers.

It is a many-sided problem in which two factors stand out prominently—one is that current production is below requirements, particularly for 1948 when demand is expected to exceed that of 1947; the other is that there is a great deal of maldistribution, that is, supplies in some areas are reaching the consumers through other than hardware dealers and other regular channels. This results in users paying prices two and three times normal market quotations.

Three-Pronged Attack

A three-pronged attack has been launched on the problem as a result of the Flanders conference. The program involves an attempt by producers to increase nail production, particularly in housing sizes; closer policing by producers in order to prevent nails getting into gray marketeers' hands; and, increased shipments of current production into the worst shortage areas where gray market operations are more flourishing.

Committee investigators reported that the severest shortage areas, as well as the most pronounced gray market operations, appeared to be in certain sections of the West Coast, along the Gulf Coast, and in the regions east of the Alleghenies, including some areas in New England.

In these shortage areas, it was revealed, consumers were being offered varying keg quantities at prices ranging from $7 to $15 a keg. Dry goods stores, poultrymen, delicatessens, women's-wear shops and similar businesses, were advertising nails at drastically marked-up prices, it was found, while the nail bins of hardware stores and other regular suppliers were empty. In a number of cases, the nail salesmen were operating with no more office or store equipment than a telephone. Some were guaranteeing delivery only on a tie-in basis in order to move hard-to-sell or unwanted merchandise.

The subcommittee cleared producers of suspicion of complicity in the irregular operations. Senator Flanders told manufacturers that the committee was convinced that they were not profiting from the gray market. However, it was the opinion of the congressional group that nail producers could tighten up distribution channels by checking more closely on buyers.

Assistance in tracking down gray market sources was pledged by the Flanders group which will turn over to industry the names of persons or firms which contribute to such activities, either by purchasing for or diverting to. Those so reported would be shut off from receiving further shipments and supplies of nails, manufacturers said.

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Washington Bureau
of Hardware Age

Increase Expected

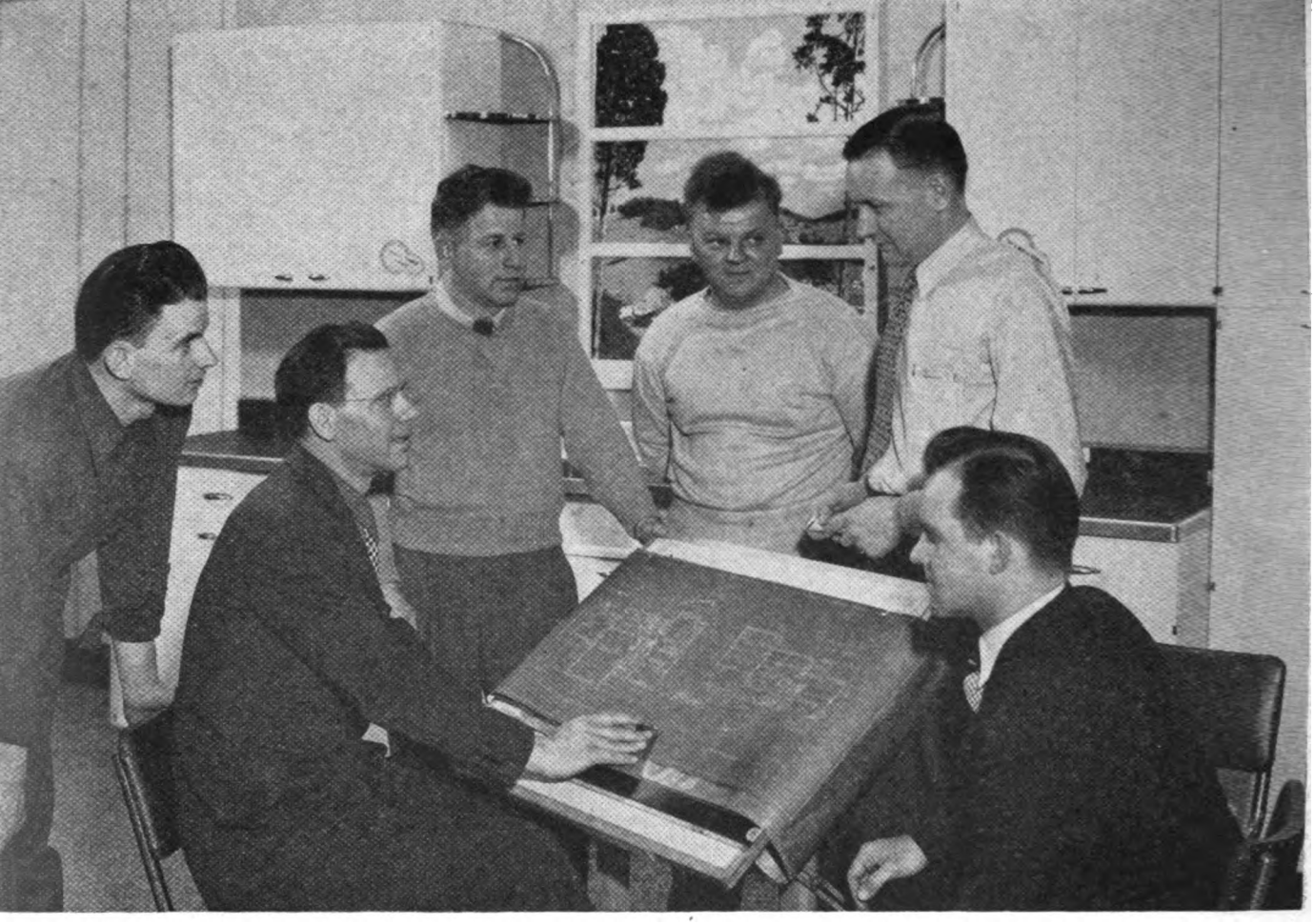
Nail demand, unsatisfied in 1947, will be increased by at least 20 per cent in 1948, according to Department of Commerce preliminary estimates.

At the beginning of the housing program, the then existent CPA estimated 1946 demand to be about 795,000 tons; the 1947 requirements were placed at 835,000 tons. The foreseeable supply at that time was estimated at being about 180,000 tons short of the requirements. The subsidy program of a dollar a keg, then placed into effect, failed to produce the needed nails but did substantially reduce the predicted shortage.

Part of the current shortage is due to the fact that nail production did not increase materially during the war years. In addi-

(*Continued on page* 174)

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Here's Hilgendorf's kitchen planning staff, left to right: Chester T. Gnabsik, installation; Donald G. Barrus, the manager; Earl W. Wetzel, designer; Leonard O. Walschlaeger, installation; Donald R. Olson, office, and Edward L. Coffey, sales.

Kitchen Planning Service

Chas. F. Hilgendorf, Inc., has a model kitchen department with a staff of six which does the complete job from drafting to installation, and paves way for other sales

MOST persons who buy kitchen units ask for aid in planning kitchen modernization for their homes.

This has been the experience of Chas. F. Hilgendorf, Inc., 1033 N. Third St., Milwaukee, Wis., which has set up a successful planning department to help cope with this problem.

According to Don Barrus, manager of the kitchen and appliance department, the firm has sold 150 large and small kitchen jobs during the past year, ranging in price from $300 to $3,000.

Backlog of Orders

There is a considerable backlog of orders on some items at the present time. Previously confining their kitchen cabinet sales to steel lines, the company has added a line of wooden cabinets to its stocks.

Mr. Barrus says that Hilgendorf's is the only firm in Milwaukee which offers a complete kitchen planning service at no extra charge, and that this is an important merchandising advantage in securing interested prospects. No other firm, he states, even has as complete a planning service, because Hilgendorf's has worked out its plan along its own promotional lines.

The keystone of this model kitchen department is the personnel. There are six employed at

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the present time. Two are outside salesmen, and four are employed in the installation crew. All of the employees are enrolled in the GI training program and all have had instruction at the drafting board by Mr. Barrus.

Trained at Drafting

"When we take on men in this department, they are trained at the drafting board," says Mr. Barrus, "because we want them to be able to draw plans which help to sell the kitchens and units by showing the customer what can be done with her kitchen."

In order to make acceptable sketches the employee must visit the prospect's home, look over the job, take measurements with an experienced person, then come back and make the drawings.

After he has had drafting experience, the employee goes into the installation crew. Here he gets practical experience in installing the kitchens for which he drew plans. This combination of experience proves very valuable to the employee, says Mr. Barrus.

When the employee has served his training period on the installation crew, he is then ready to become an outside salesman if his aptitude is for that type of work. Because of his previous training, he is then able to figure, plan and sell properly, without, perhaps, making more than an occasional mistake.

"All this kitchen planning work takes us into the home where we get an opportunity to discuss the entire problem with the housewife," says Mr. Barrus. "Sales work, plus practical planning suggestions are important here, and that is why our outside salesmen are carefully trained. Before the winter is over we plan to add two more men to this sales staff because business volume is increasing."

Handle All Installation

Hilgendorf's handles the entire installation of the model kitchens which they plan and sell. Some work, such as plumbing, electrical and carpentry, is by outsiders, but is all under the supervision of the hardware firm.

Co-operative Relations

Because of the large amount of model kitchen work which this store does, and the prompt payment of the contractors, amiable, co-operative relations exist which assures the kitchen unit customer rapid and satisfactory service when materials are available.

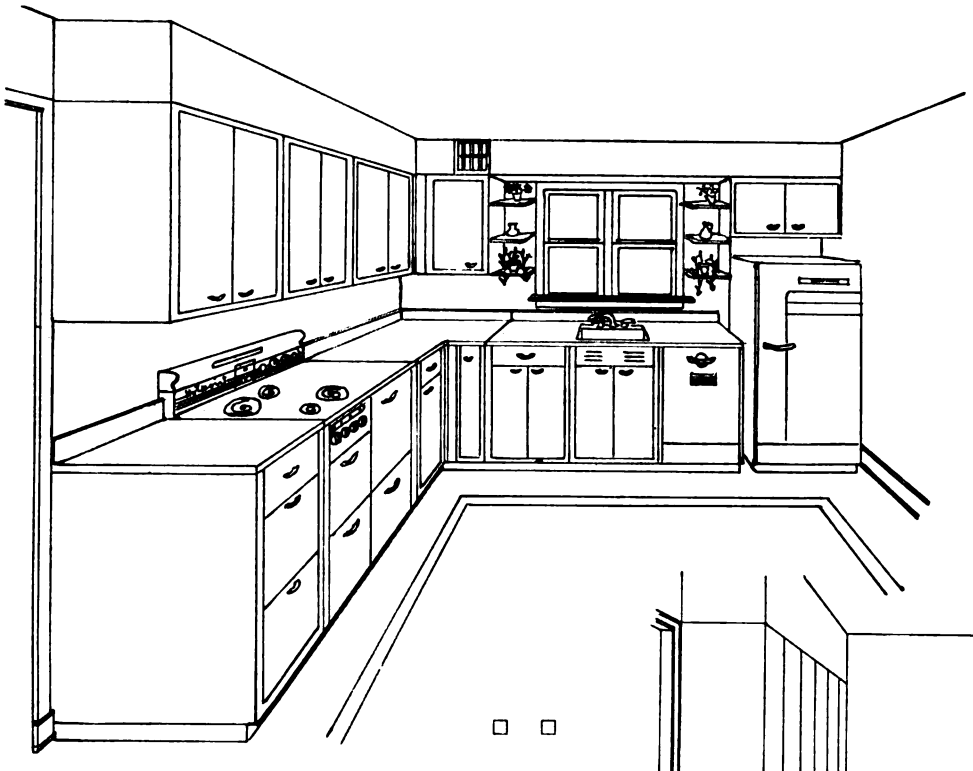
"We believe this is the best way to handle the selling of model kitchens and accessory units," says Mr. Barrus. "We work with the customer to see that he gets a kitchen unit which is satisfactory and which harmonizes with the color scheme and facilitates kitchen working conditions.

"When we make kitchen plans for prospects, we often make the one for the customer in natural colors. We show the colors of walls, curtains and floors. This

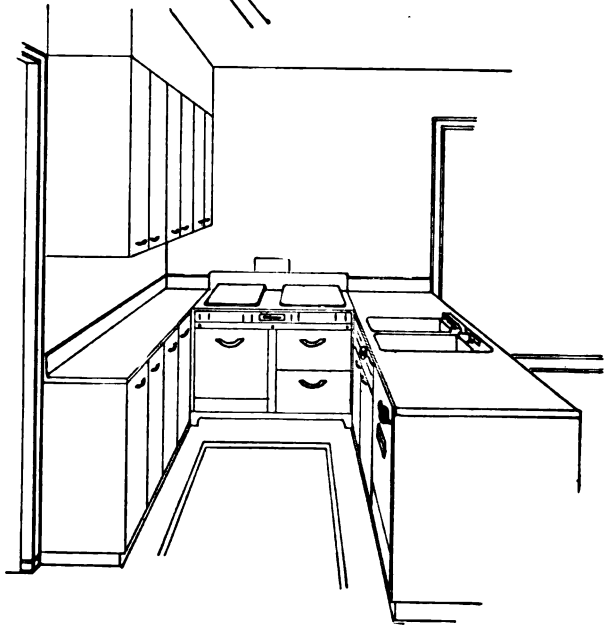
Sells 150 Jobs in a Year

A Hilgendorf model kitchen in The Electric Co.'s space at the Milwaukee Home Show.

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Finished drawing of two of the model kitchens installed by Hilgendorf's in homes in Milwaukee and complete in all details even to the inclusion of cabinets.



The kitchen at the top is of "L" design while the smaller one at the right is in the form of a compact "U".

pleases many prospects when they find we have paid close attention to present color schemes. Such detail often aids us in selling small and large kitchen units."

Presentation of a plan to the prospect, giving her visual evidence of what can be done to modernize the kitchen is a telling sales advantage, says Mr. Barrus.



One of the firm ads featuring kitchen planning service. In its original form it was two columns in width and 5 in. in height.

His firm has had ample experience along this line to observe the reactions of prospects and customers to such a service.

Thus far, Hilgendorf's has had no difficulty in securing plenty of prospects for its kitchen units. Sizable display space on the builders' supply page of the *Milwaukee Journal* (Sunday edition) brings in numerous prospects who want help in planning kitchens.

The Program Pleases

With such prospects the Hilgendorf organization works diligently to produce suggestions, plans and cost schedule, and this program pleases many customers. Mr. Barrus reports that numerous additional prospects come to the firm

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from satisfied customers who are proud of their kitchens.

The firm's reputation for beautiful kitchens is so widespread that The Electric Co. (the local utility) gives the store excellent, free display space on model electric kitchens at the annual Milwaukee Home Show. In addition, the Hilgendorf firm also has another large display space in another location at the popular Home Show.

Planning Section

The model kitchen and planning department, with drafting board section out in front where all can see the men at work, occupies the forward part of Hilgendorf's recently remodeled second floor.

Floor Coverings Featured

This floor, with dimensions of 30 by 150 ft., houses the appliance, floor covering and builders' hardware departments. The firm does an excellent business in floor coverings, a line which works in well with the model kitchen department. The builders' hardware line also benefits from being so close to the heavy traffic in the model kitchen and appliance section.

In recent months, Mr. Barrus says, Hilgendorf's has begun to finish kitchen counters and cabinet tops with a hard wearing, fine appearing material. The firm's service crew has become adept in such work, with the result that numerous housewives are asking about the service and planning to have such work done in their kitchens, where needed. Hilgendorf's charges $11 per running foot for such installations, including materials and metal.

Customer Recommendation

Numerous orders have been traced to recommendations made by satisfied customers who have showed their friends how much beauty such fine coverings add to kitchens.

Features Tableware for St. Valentine's Day Gifts

ST. VALENTINE'S DAY, February 14th, has become recognized when people show their esteem and affection for loved ones, wife, mother, sister or daughter, as well as sweetheart. And dear to every woman's heart is her tablewares—silver, china, crystal and pottery—therefore the dealer who features his quality lines of china and glass will be sure to note a worthwhile increase in sales shortly prior to St. Valentine's Day.

Men do not like to browse about in a store as do women, but they are confirmed window shoppers, and when they see something that strikes their fancy they go in, ask for it, pay, and get out as quick as possible. It pays well to cater to masculine trade, and good window displays, backed up by a similar display in the tablewares section, together with some of the items, wrapped, ready for mailing or carrying under the arm, will gain the good will of practically every man in search of a valentine gift.

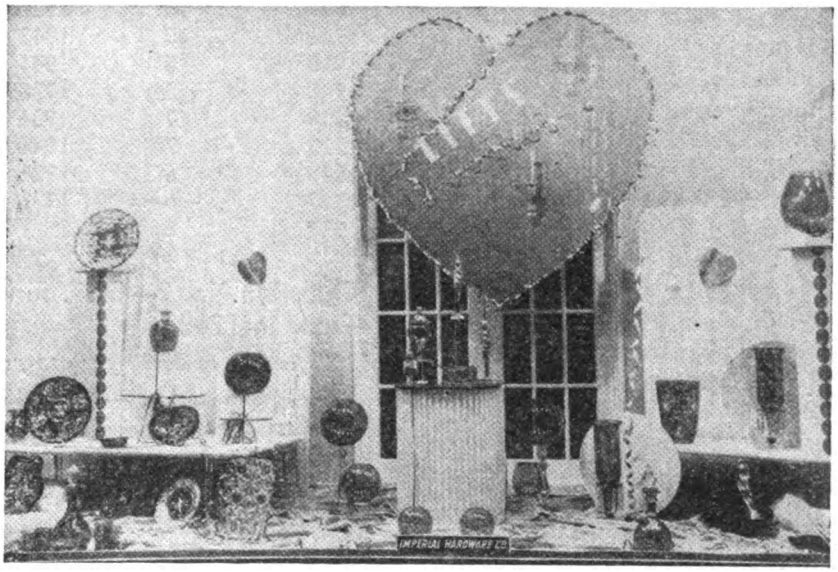
Three Window Displays

This was the thought of the Imperial Hardware Co., Long Beach, Cal., which arranged three windows featuring pottery, glass and china respectively. All the displays had a similar background—on the wall a 6-ft. red heart, with the word "Gifts" (or "China," or "Glass") in silver letters. At either side were white fixtures, with red hearts appliqued upon them. One window featured cranberry glass in all forms—liquor sets, silver deposit ware and hurricane lamps. The second called attention to glassware—fruit dishes, plates, beverage sets, and candlesticks, together with the large glass plates. The third window showed art figures, mostly in pairs—birds, animals, peasants, colonial figurines. In each window were several boxes wrapped and tied with red ribbons, supposed to hold items of tablewares.

Ruby Glass Featured

Ruby glass was especially featured in the glassware section and several glass-topped tables and cabinets with glass shelves were used in displaying it. One table held a number of vases with the card, "Clear ruby glass to hold her Valentine flowers." Several other cards, lettered in red, suggested "Ruby glass flower holders—beautiful either singly or in pairs"; "Ruby table accessories add color to a festive meal"; "To win her heart ruby glass makes an ideal gift for Valentine's Day."

Large red hearts attached to pillars at the entrance to the tableware section were lettered "Appreciated gifts for Valentine's Day." They aid in attracting customers.



Gift-minded people were attracted by this display of glassware. Other window displays emphasized pottery and chinaware gifts.

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Hardware Dealers Want

More hardware dealers want new store interiors other type of modernization; store fronts come

EVER a pressing point in hardware retailing — modern stores that streamline selling—the need is undoubtedly greater now. The war years interrupted modernization plans almost entirely. And though new store fronts, new store interiors and new businesses have blossomed out across the country. too many hardware stores, despite the best plans of their owners, are forced to occupy unattractive buildings providing cramped quarters for their expanded businesses.

What those well-made modernization plans were; what would be done about them this year; what was needed most in the way of new store personality, and what would hinder such programs were listed for us by 241 major hardware dealers who replied to a letter-questionnaire.

The Results

These 241 dealers, or 16 per cent of the 1,500 questioned by HARDWARE AGE, said they were primarily interested in fixing up their store interiors, first with new display equipment, next with paint jobs, then lighting fixtures and so on down the line.

Of 200 dealers who responded to the question, "Do you intend to modernize your store *front* in 1948, 70 or 35 per cent of them replied affirmatively while 130, or 65 per cent said "no." However, of 114 dealers who replied to a question asking if they planned to modernize their store *interiors* in 1948, 117 or 60 per cent said "yes" while 78 or 40 per cent replied negatively. Forty-five of the hardware dealers responding to those two questions indicated that they planned to modernize *both* interiors and store fronts in 1948.

Excessive cost was given as the greatest barrier to carrying out a hardware store modernization program, receiving 140 mentions from the 166 dealers who answered the question. Unavailability of materials received 54 mentions and unavailability of fixtures received 39 mentions.

We asked what hardware dealers would do, if they were to modernize their stores only partially. Replies to this question amounted to 210 with new display equipment mentioned 131 times. Second in number of mentions was a new paint job, 97 mentions. New lighting fixtures got 89 mentions; new store fronts, 71 mentions and new floor covering, 64.

Hardware Dealers'

HARDWARE AGE recently sent letter-questionnaires to 1,500 major what their store modernization needs were and whether or not they replies totaled 241 or 16.07 per cent. And here's what they had to say

Question No. 1 — When Did you Last Modernize Your Store Front?

133 dealers, or 55.23 per cent, replied to this question as follows:

Year	No. of Dealers	Year	No. of Dealers	Year	No. of Dealers
1947	16	1930	5	1921	2
1937	15	1920	5	1916	2
1946	10	1942	4	1904	2
1935	8	1941	4	1933	1
1940	8	1928	4	1931	1
1939	7	1936	3	1929	1
1922	7	1944	2	1924	1
1945	6	1926	2	1923	1
1927	6	1925	2	1912	1
1938	5			1905	1

Question No. 2—Do You Intend to Modernize Your Store *Front* in 1948?

200 dealers, or 82.99 per cent, replied to this question as follows:

Dealers who said yes—70, or 35 per cent.
Dealers who said no—130, or 65 per cent.

Question No. 3—Do You Intend to Modernize Your Store *Interior* in 1948?

195 dealers, or 80.91 per cent, replied to this question as follows:

Dealers who said yes—117, or 60 per cent.
Dealers who said no—78, or 40 per cent.

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Modern Store Interiors

with the latest type of display fixtures than any second, according to a Hardware Age survey

By R. S. WILD
Associate Editor
of Hardware Age

When asked which was needed most, though new display equipment again led the list with 75 out of a possible 141 mentions. new store fronts moved up to second place with 54 mentions. This would indicate that though hardware stores were greatly in need of new store fronts, factors such as high costs, which led the list of barriers to modernization programs, may have it necessary to postpone store front installations.

Other items on the "needed most" list were lighting fixtures which ranked third with 35 mentions; new paint jobs which received 26 mentions and new floor covering which received 25 mentions. A total of 141 dealers replied to this question.

Dealers' own comments about modernization are interesting and to illuminate their thinking on that subject, quoted remarks follow:

Modernization Plan

hardware dealers throughout the entire country asking them to tell us planned to effect any store rejuvenation programs this year. Dealers' about modernization:

Note: Of the dealers who answered questions two and three, 45 said they planned to modernize *both* store front and interior in 1948. This is 24.01 per cent of the dealers who replied "yes" to questions 2 and 3.

Question No. 4—Which Would Prevent Your Carrying Out a Modernization Program?

166 dealers, or 64.72 per cent, replied to this question as follows:

Excessive cost	—received	140 mentions
Unavailability of Materials	—received	54 mentions
Unavailability of Fixtures	—received	39 mentions

Question No. 5—If You Were Going to Modernize *Partially*, Which of the Following Would You Do? Please Check.

210 dealers, or 87.14 per cent, replied to this question as follows:

New Display Equipment	—received	131 mentions
New Paint Job	—received	97 mentions
New Lighting Fixtures	—received	89 mentions
New Store Front	—received	71 mentions
New Floor Covering	—received	64 mentions

Question No. 6—Which of the Above Do You Need *Most*?

141 dealers, or 58.51 per cent, replied to this question as follows:

New Display Equipment	—received	75 mentions
New Store Front	—received	54 mentions
New Lighting Fixtures	—received	35 mentions
New Paint Job	—received	26 mentions
New Floor Covering	—received	25 mentions

Dealers' Comments

"We are unable to do anything much due to a short term lease and the landlord will not spend any money at high prices."

* * *

"We need everything. We are in a rented building and are very much dissatisfied with a narrow store. Our store is 25 by 100 feet and we intend to build a new building, 50 by 100 feet. I have a good portion of the necessary funds set aside for this and will start as soon as building costs recede some and also when material is easier to procure."

* * *

"We purchased a new location. then the cost of remodeling the building as desired was so exhorbitant and so uncertain as to completion due to materials needed, we sold the location when another wanted it more than us."

* * *

"The store is located in a residential district and improvements are not allowed. Therefore, modernization is out of the question at the present time."

* * *

"I am planning an additional new appliance annex in conjunction with the rest of my store."

* * *

"Tried for four years to buy modern display counters. Finally made them up in my own shop and at one-tenth the cost of those listed by the hardware dealers'

(*Continued on Page* 160)

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The reader **is looking** for your ad **upon the** classified **pages.**

Make Your Classified Ads Pay!

Choose the right reader, offer him the right merchandise in a way that will bring top results, and make the offer in a paper that possesses heavy classified readership

IS there one place in which you can be sure that readers will *look* for your advertisements —a place in which all the readers *want* to read advertising?

Classified Ads Pay Off

There is. And hardware dealers who have used it report that advertising in this place pays off. The place in question is the classified advertising pages of the daily newspaper.

"But," say many dealers. "Classified advertising is for renting houses and apartments. It is for selling real estate, hiring employees, or finding jobs. It is not a place in which merchandise can be sold."

For an answer to that, there is the experience of one southern hardware store owner, who. opening his store on a very small capital, determined to make every dollar spent for advertising produce heavy results. He consulted specialists from his local newspaper, and was advised of the sales volume that flooring firms, bookkeeping companies, appliance dealers, other kinds of small business had reported. The decision to use classified advertising was made.

"Now," he reports, "I'm so sold on classified space that, although the store has grown to a point where we can compete in display advertising space with other dealers, we still put the biggest part of our advertising money into the classified pages."

Four Main Points

What is the secret for success in classified advertising? This merchant lists four main points: Choosing the right reader; offer-

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ing him the right merchandise; offering it in the way that will bring top results, and making the offer in a paper that is capable of delivering a heavy classified readership.

These pointers, of course, apply to all advertising. But there are special twists to the use of classified ads.

The Right Reader

Take, for example, point one: choosing the right reader. Ordinarily, in display advertising space on the regular pages of the newspaper, it is possible to slant the ad specially for the type of reader who is a ripe prospect for the merchandise being offered.

To rule out higher-income readers who would not be interested in a low-priced item, a prominent price display might be made in the ad. This step, along with the wording of the headline, would tend to give the advertisement a special appeal to customers who should naturally be interested in the merchandise.

It is not possible to do all of these things on the classified pages. They are read by both men and women. Generally, the sections offering merchandise for sale are not read by wealthier persons. Therefore, the readers are primarily lower and middle-income groups. The headline must carry the burden of selecting the reader.

Point two of this dealer's classified advertising credo concerns offering the right merchandise. No intelligent merchant would open a shop selling high-priced goods in a neighborhood whose residents were all lower-income people. Nor would a smart merchant open at a swanky address and attempt to sell lower-priced merchandise. There is a direct connection between these examples and the merchandise that will enjoy the highest sales from classified advertising space.

Since most of the readers of the classified pages come from middle and lower-income groups, high-cost merchandise will not enjoy a ready sale. (There are exceptions of course. Many very wealthy men and women wouldn't miss the classified pages of their papers. But by and large, it is still a good rule of thumb.)

Since no illustrations can be shown, the copy, headline and price must do all of the selling work. People will buy a low-priced item sight-unseen much more readily than they will buy a higher-priced one. Because of this, the "right" merchandise is the traffic line, the high-volume sellers that will enjoy quick and ready acceptance, and will tend to draw into the store a good traffic flow that—later—may result in sales of other lines as well as the ones advertised.

Offering the merchandise in a way to bring top results means that, in writing the copy, stress must be laid on what the merchandise will do for the reader. All superfluous words must be eliminated. The copy must bear down on hard, intensive selling.

What the merchandise will do for the customer is the most important part of classified (and all other) advertising copy. How can this business of reader-benefit be woven into good selling copy?

The person who buys your merchandise is not interested in it as such. He is interested instead in what the merchandise will do for him.

Joe Blow, the customer, may want, let us say, a radio. He does not want this because it has so many tubes, because it is made by a well-known manufacturer, because its dial has a certain design, or because it will look pretty on his mahogany end table.

Only One Reason

He wants the radio for only one reason, because of the enjoyment it will bring him. That is what the radio has to offer the reader: enjoyment.

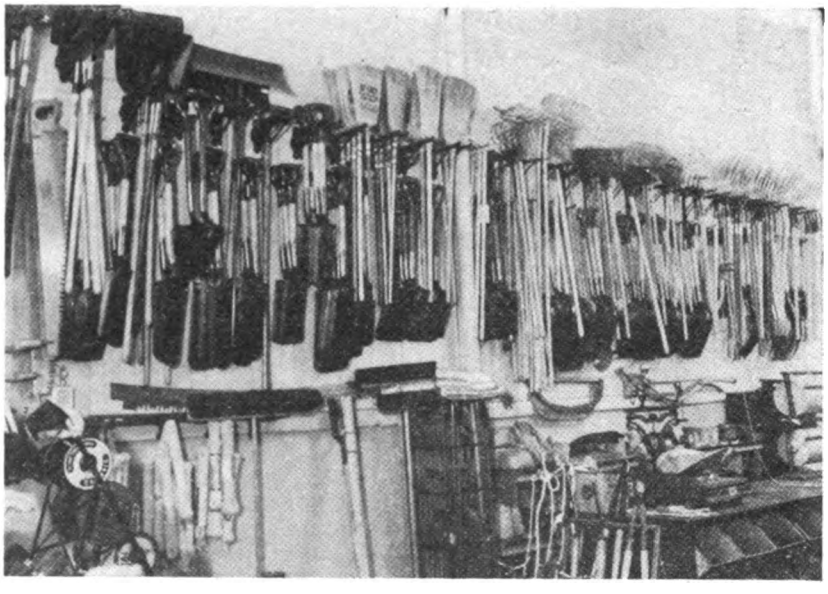
The pointers about its tubes, its design, its good-looks, and the reliability of the manufacturer are important—but only as they tie to Joe Blow's main lookout, which is his own enjoyment.

In practice, what does this mean?

It means that effective copy will tie the sales pointers of the merchandise (which are the dealer's-eye pointers) around the buying pointers (which are the customer's

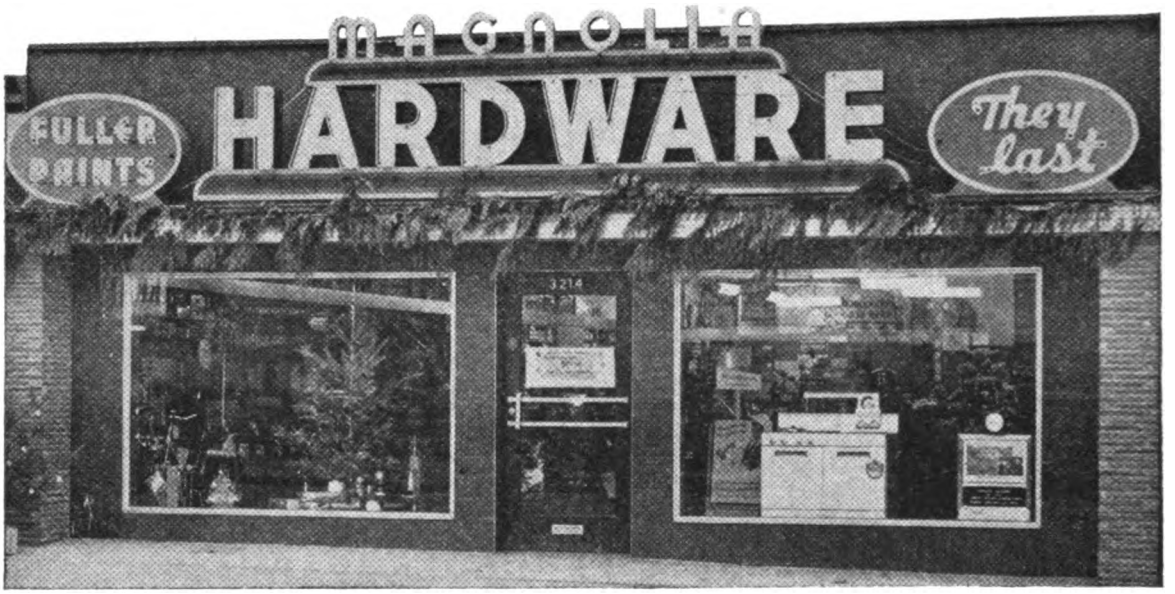
(Continued on page 180)

Steel Goods Display Catches the Eye



A neat, 25-ft.-long display of steel goods on the wall area directly behind the main wrapping counter, makes many sales for the Schaack Hardware Co., Libertyville, Ill. Farmers, gardeners, landscapers, etc., who come to the store spot this wall display of steel goods much quicker than they would if it were displayed at floor level. Furthermore, the customers standing at the wrapping counter invariably see the display and find one, two or more items that they need during various seasons of the year.

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The new exterior is attractive and modern in every respect.

Planned Modernization

ALTHOUGH they were faced with far different—and grimmer — percentage figures at the time, the war-conceived modernization program planned while in the armed services by Jack and Ralph Chambers, co-owners of Magnolia Hardware, 3216 W. McGraw St., Seattle, Wash., has paid off in yearly gross volume of sales by better than a 200 per



View of the women's side looking toward rear appliance section.

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cent increase over their latest pre-modernization year.

The program, planned by correspondence between the two brothers, while Jack was serving in the Army in the combat area of the European theater and Ralph was fighting in the Pacific theater of operations, took post-war form and shape with the opening in July, 1946, of the firm's new hardware store next door to its previous 20-year-old location.

Approved Changes

Throughout their terms in the services, Roy F. Chambers, their father and founder of the firm in 1927, operated the business for the "duration," despite his previous retirement in 1940. An interested spectator of his sons' new operation, he has watched with approval while their new program has achieved the following concrete results:

1. Floor display area, now almost 3000 sq. ft., was approximately doubled. This has permitted greater variety of merchandise and departmentalization for convenience of self-service customers, and better stock control.

2. Display area increased at least four times by use of modern wall and island fixtures. Open display units with prices clearly marked permit customers to serve themselves. Twenty-four ceiling fluorescent lighting fixtures leave no dark corners and give good over-all visibility from any part of the store. Low sill windows make the interior of the store easily visible from street.

3. Increase in sales volume for 1947 more than 200 per cent over sales for 1945. Sales per customer immediately following modernization jumped approximately 50 per cent.

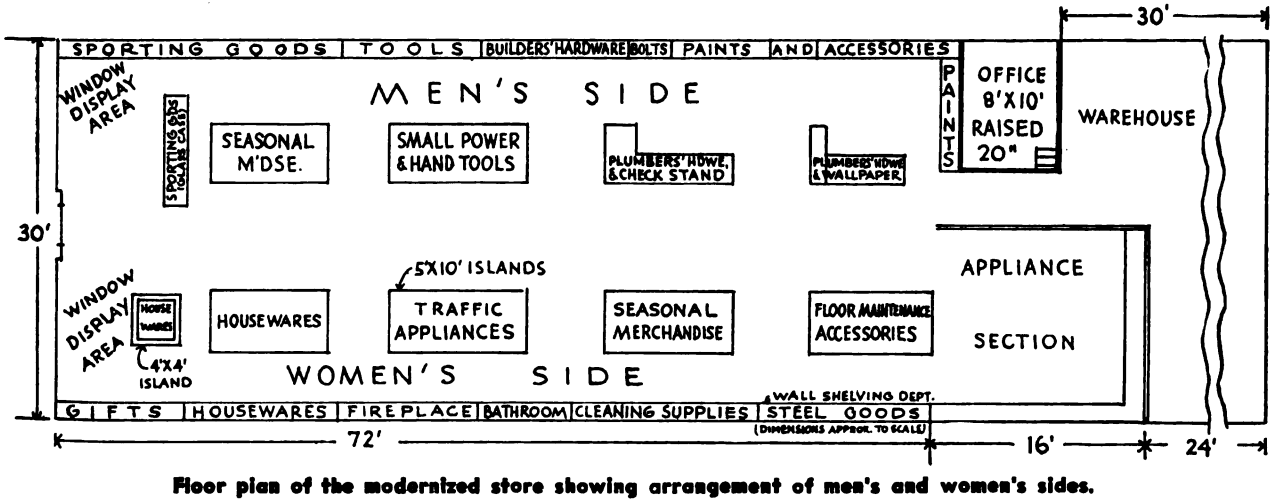
Appeals to Women

One reason for the firm's highly satisfactory increase, both brothers feel, has been the expansion of merchandise lines and the planning which went into the layout of the store to meet the needs of their women customers.

The store was planned so that women's merchandise would be displayed on one side, and items appealing primarily to the male

While at War—Sales Up 200 Per Cent Since 1945

The Chambers brothers, co-owners of Magnolia Hardware, planned new store by correspondence while abroad. New store has double floor area and display space four times greater than old



Floor plan of the modernized store showing arrangement of men's and women's sides.

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Jack Chambers, at right, waits on a customer in the appliance section.

shopper on the other. As shown in the accompanying floor plan. gift wares are located in the wall section at the front of the store, primarily for its attention-getting properties, with housewares immediately behind them. Fireplace accessories, bathroom accessories, cleaning supplies, and garden tools are also located on this side of the store. Island displays follow a similar arrangement.

For their men customers, sporting goods were given the favored spot at the front of the store on the opposite side, with tools, hardware, wallpaper, and paints approximately in the order named. While there is necessarily some overlapping, this arrangement not only makes it more convenient for both men and women shoppers, but places the merchandise in which each will be most interested.

where it is most likely to be seen by them. Consequently, display space is used to best advantage and sales per individual customer increases. Space is left behind both windows for displays of specials, though all displays are kept low enough so they do not interfere with the view from the sidewalk, of the store's interior.

Women Wait on Women

Another point which both brothers stress, is the employment of women sales clerks to wait on their woman customers. Since the women have used this type of merchandise, they are better equipped to sell these goods than the kitchen-shy males. Moreover, they tend to be better housekeepers in keeping this part of the store neat and presentable—a point of considerable importance to women shoppers. The staff of seven employees includes two saleswomen.

Though the appliance section was originally scheduled for location at the front of the store, it was later decided to move it to the relatively secluded 16 by 16-ft. section at the rear. Since this

(*Continued on Page* 160)



The giftwares section is at the front, directly behind a window. The use of saleswomen to wait on women has been a very successful move.

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No Recession Likely This Year, Economist States



SUMNER H. SLICHTER

The transition to normalcy can be made without serious disruption to our economy if certain action is taken right now, says Prof. Sumner H. Slichter, Chairman of Research Advisory Board of the Committee for Economic Development. He believes the price structure, foreign investments and another round of wage increases are matters of major concern at the present time.

"I DON'T THINK that any let-down likely to come within the next 12 months will amount to much, and I think it is very doubtful whether there will be any." Sumner H. Slichter, Lamont University Professor at Harvard University and chairman, CED Research Advisory Board, told CED trustees recently in his discussion of the economic outlook.

Action Necessary

It is more important, Dr. Slichter said, for us to consider whether the country will be able to make the transition to more normal conditions without going through more or less of a severe recession. Certain action is necessary now if smoothness is to be achieved in that transition, he believes.

"The problem has several aspects," he said. "Aspect number one is the price structure. The present price structure is fairly well adapted to present conditions of supply and demand. But, obviously, it is not well adapted to conditions of supply and demand when agricultural production will have been restored to more normal levels over a considerable portion of the world.

"Second, the net foreign investment of the country is abnormally large. As represented in the first half of this year, almost five per cent of the gross national product was so invested. That may not seem very large. But these sales to foreign buyers create income here, and the goods go out of the country. You might dramatize the effect, which is a double one, in this way: suppose we entered into an agreement to dump almost five per cent of our gross national product into the ocean, and suppose it were part of the agreement that the goods dumped would also be a source of income to the country. You will agree, I think. that such an arrangement would have a pronounced inflationary effect.

"An adjustment of the price structure can be made smoothly without inducing postponement of commitments, provided it doesn't come too rapidly, and that it occurs under favorable rather than unfavorable circumstances. Likewise, an adjustment to a smaller net foreign investment can be made smoothly without inducing postponement of commitments, without making people apprehensive and causing them to hold back, waiting for an adjustment to occur and, thereby, making it worse and more dangerous, provided it occurs slowly and under favorable circumstances.

Wage Increases

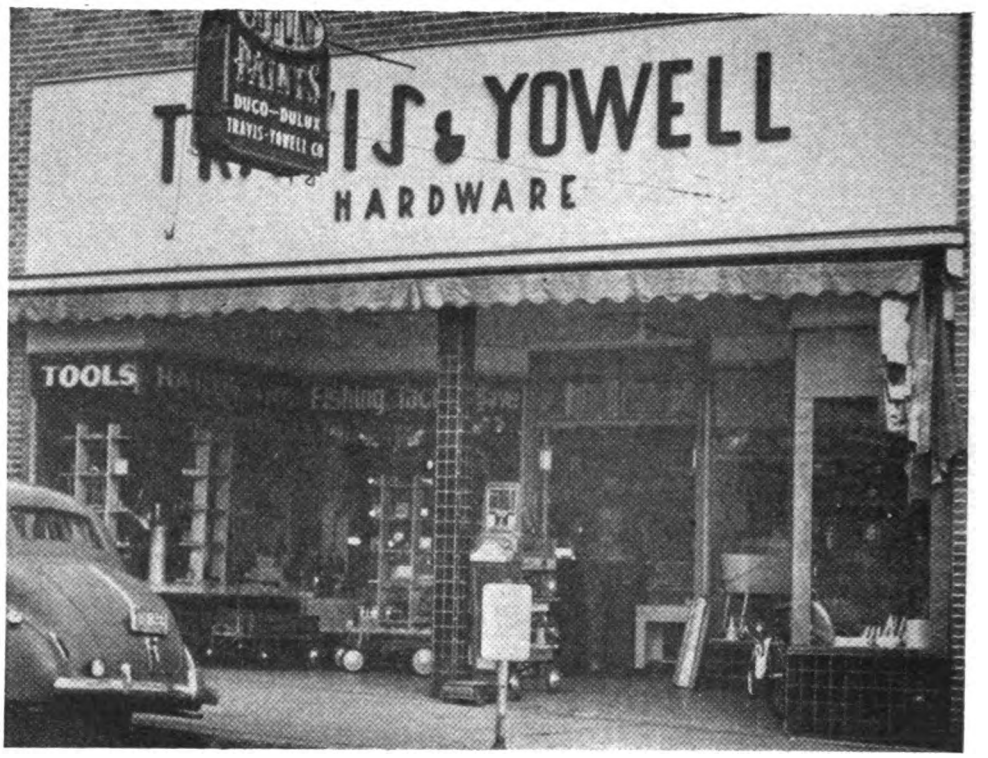
"We are going to make our problem somewhat more difficult," Dr. Slichter continued, "by a third round of wage increases. The people who will profit most are those who profited from the first two rounds, namely, the farmers. One reason why people are willing to pay such surprising prices for meat is that we have three million more people working than anyone expected would be the case at this stage of the postwar era. But they are not producing meat. They are not working in that part of the economy.

"The consumer goods industries will profit from a third round of wage increases temporarily. Their payrolls will go up. Sales go up by the amount of the payroll in-

(*Continued on page* 164)

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The exterior of the store is inviting in every detail and attracts the eyes of passers-by. One window is reserved for displaying the merchandise which is featured in the store's basement.

□ □

Travis-Yowell Expanded

Downstairs gift and housewares section accounts for 60 per cent of store's business and shows a 200 per cent increase in dollar volume of sales



A bride-to-be registers at the "bride's register" by the wrapping counter.

FIFTEEN years ago, Messrs. Travis and Yowell, owners of the Travis-Yowell "Hardware Department Store" of Bremerton, Wash., decided to expand their highly profitable gift and housewares department. Prevented from expanding horizontally, as they would have preferred, they expanded vertically—to the basement. Since its inception the department has:

Four Points to Progress

1. Increased its dollar volume of sales by more than 200 per cent.

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Seventy-five feet of display space — an entire wall — is devoted to chinaware. This is a section that is sure to get the attention of feminine customers.

Vertically—to the Basement

2. Shown a consistent year-by-year increase over each preceding year's business. The 1946 increase, though smaller than usual, was maintained in the face of a decline in the population of Bremerton from 45,000 to 30,000.

3. Brought additional business to their other ground floor hardware departments.

4. Built housewares and gifts up to the point where they now account for 60 per cent of the firm's total sales volume.

The matter of educating Bremerton residents to do their gift and housewares shopping at Travis-Yowell's, involved more than just the installation of a stairway to the basement and a change in the firm's letterhead to "Hardware Department Store." It involved the inauguration and aggressive follow-through on the following three-point merchandising program:

The Program

Attractive, well lighted open displays, with merchandise where the customer can see and handle it.

Extensive newspaper and radio publicity, combined with special promotional campaigns well publicized in those media.

Maintenance of a wide variety of crystal, gift and china ware.



Copy of tie-in placard used in the store, including a sample of ad used in the local newspaper.

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As a result, Travis-Yowell has become known to residents as a gift shopping center in Bremerton.

Virtually all merchandise in the basement department is displayed on either open wall fixtures or display islands which can be shifted to form new arrangements. The latter are low enough so that virtually all merchandise can be easily seen from any part of the basement department. Utility items such as pots and pans, and larger galvanized iron ware, are displayed less conspicuously at the other ends of the "T" where they will, nevertheless, draw traffic past the gift merchandise. Gift and housewares occupy 5,000 sq. ft. of floor space; the main floor hardware section occupies 4,000 sq. ft.

Despite the fact that the stairway to the basement is conspicuously located directly opposite to and not more than five paces from the front door, Mr. Travis discovered long ago that many shoppers had a curious "blind spot" which prompted them to walk around the stairway and ask where the stairs were located! Consequently, he decided that the best way to tell them about it was through liberal use of advertising and special promotions.



Looking from the right side of the stairway toward the crystal display at the end of the department. The silverware case is at the stair's base.

floor. Silverware alone is displayed in an enclosed glass case located at the bottom of the stairway. The top of this case is reserved for displaying specials from the china, glass, or novelty ware departments.

Also confronting the shopper descending the staircase, is the sparkling display of crystal ware against the back wall—a display which usually draws the ladies past the island displays in between, for closer inspection. Most effective of all, Mr. Travis believes, is the display of chinaware which runs the entire length of the wall corresponding to the top of the "T" (as shown in the floor plan), which forms the outline of the

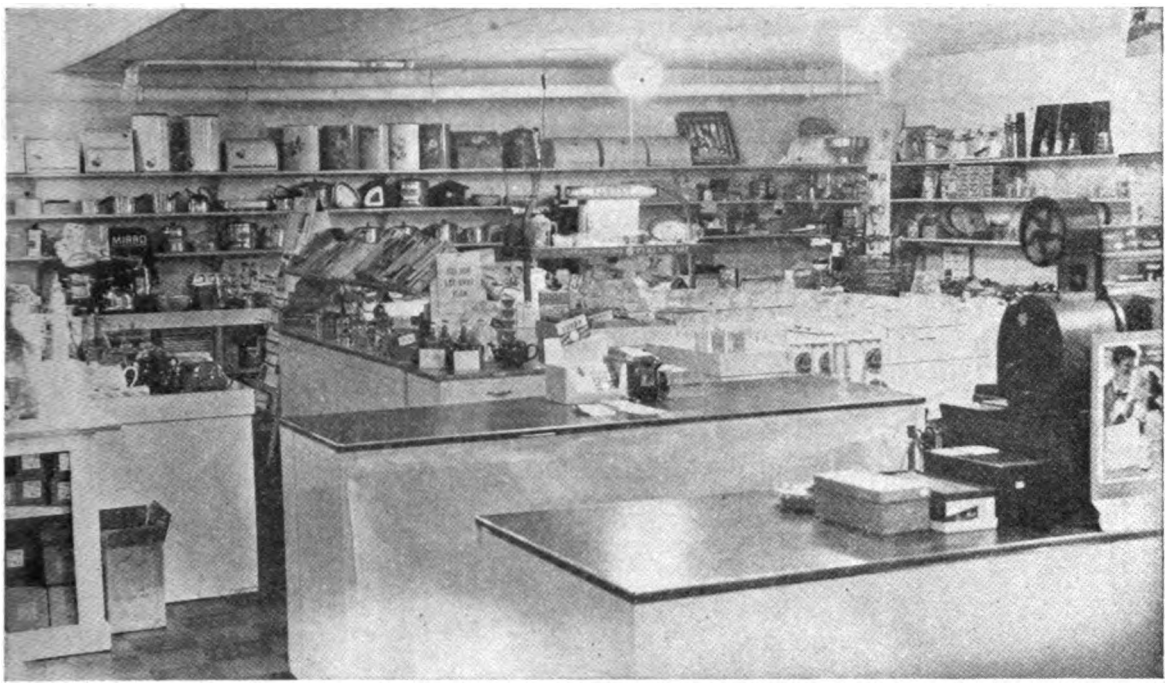
"Weekly Specials"

As part of this campaign, the firm has for years publicized a "weekly special" of a particularly good value which is advertised by newspaper and by display in the front window which is reserved solely for basement merchandise. In the basement, the special is placed to draw the maximum of floor traffic past other merchandise.

Special promotional stunts have also served to draw attention of new customers to the store. With the recent establishment of Bremerton's first radio station, Mr. Travis decided to test the advertising value of that medium with a single spot announcement that a dozen clothespins would be given to every one who visited his basement store that day. Fifty people responded to the single, 60-second broadcast, with the result that Travis-Yowell is now a confirmed user of both radio and newspaper advertising.

Another promotion which Mr. Travis has found particularly suitable for gift merchandise, is the sponsorship of special lay-away sales, with customers required to make a small down payment and regular weekly payments in advance of the season, until the ar-

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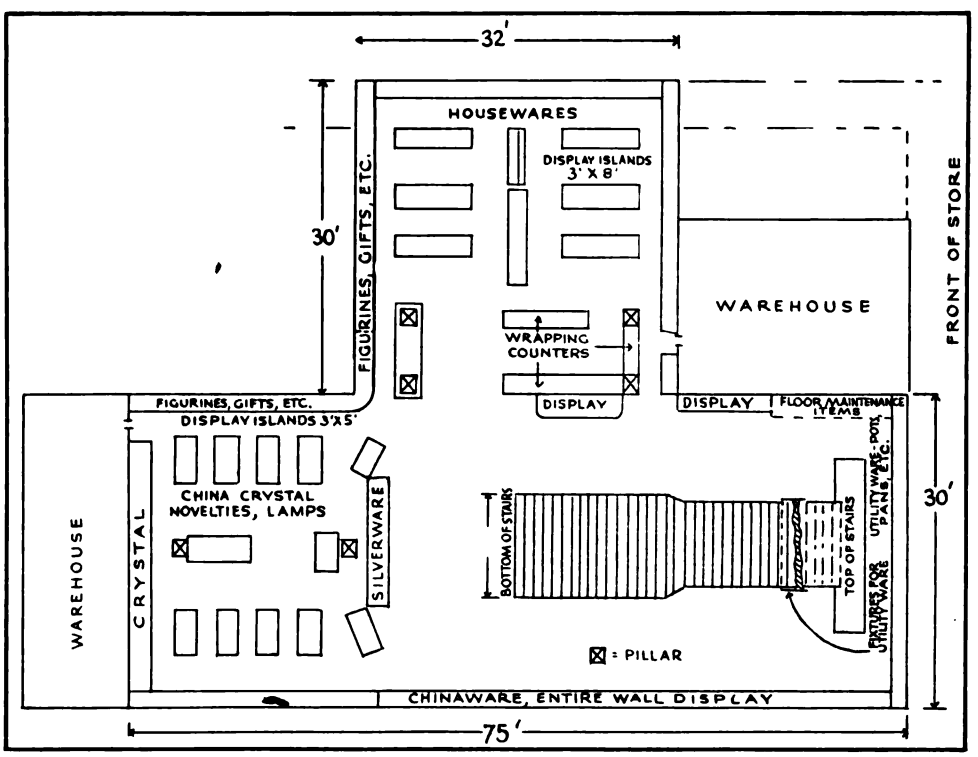
Showing a portion of the well-stocked section devoted to housewares.

ticle is paid for. Such sales are introduced with a full page newspaper ad about two months in advance of gift holiday seasons such as Christmas and Easter. Though credit is not extended, since the article is not delivered until it is paid for, the service is appreciated by customers who could not conveniently handle a single payment for the more expensive items.

Most successful of all promotions, Mr. Travis states, is his "bride's register." The sales stimulating abilities of this innovation, introduced tentatively a number of years ago, has earned it a permanent place on the firm's promotional program. Registration consists of entering the name of the bride or bride-to-be on a card which is filed alphabetically in the register, a file which is kept at the check stand. Each gift purchased for the bride is then entered on the card, with the result that donors do not duplicate gifts already purchased—at least from Travis-Yowell. This furnishes just one more inducement for wedding guests to select all their presents from the firm's wide assortment.

Though maintenance of that assortment has been none too easy in recent years, the firm makes a

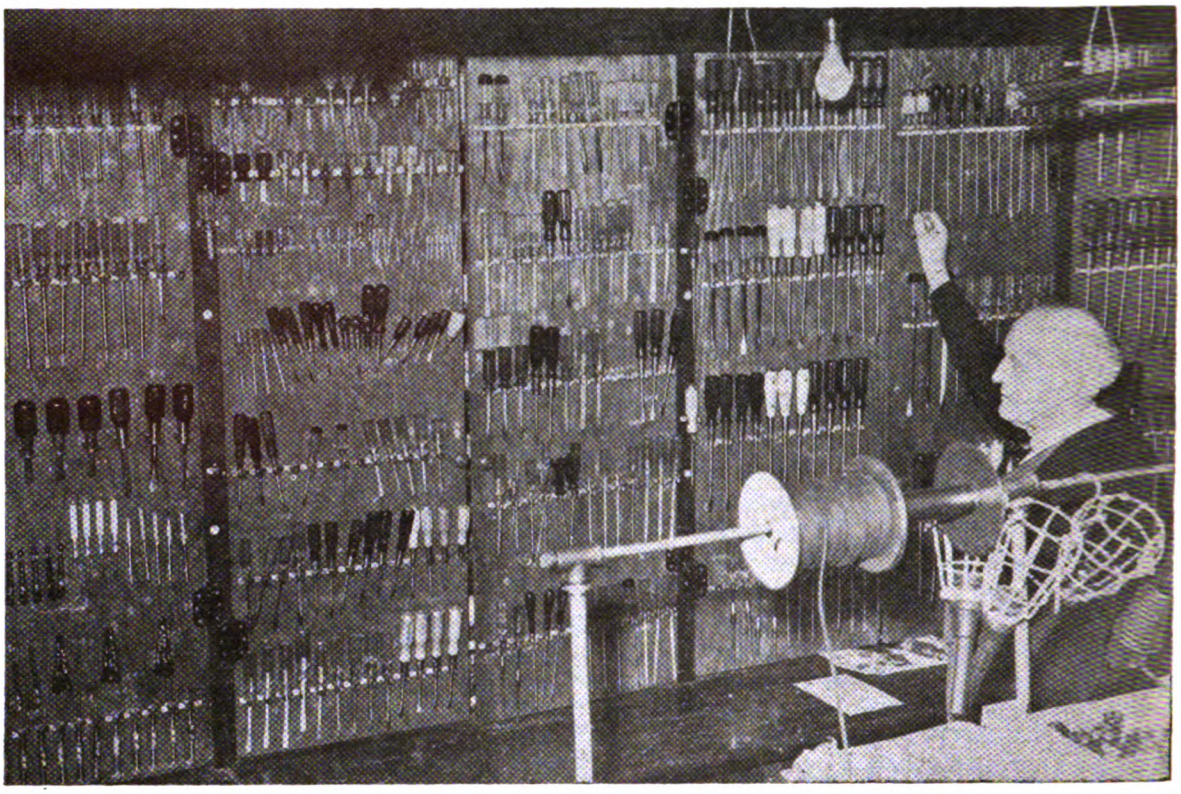
(*Continued on page* 203)



Floor plan of the basement department at Travis-Yowell's. It's a section that very few customers miss and, once having visited it, few leave without making a purchase.

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Portland, Ore., People



Here George S. Brown, with his display of screw-drivers, demonstrates the fact that Winks' has sizes and types for a great many purposes.

WHEN the late W. C. Winks started his hardware store at 1338 S.W. Washington St., Portland, Ore., on a shoestring, about 35 years ago, he sought to build a stock of quality lines and in wide variety. His idea was to have as complete a line of the best hardware obtainable as possible. The Winks policy proved an expensive one upon occasion because it involved carrying many lines and sizes for which there was not rapid turnover. However, in the long run, the idea paid well by building up a fast growing list of customers.

"You can get it at Winks," was the word passed along frequently enough to make the store a busy one. Customers who knew what they wanted and salespeople who could put their hands on lines without fumbling and time-wasting, were a combination that built success.

In 1944, the founder died. For a time, his daughter, now Mrs. Jane Kilkenny, carried on the business. She sold it to Vern L. Peer, who took over not only the stock and name of the store, but the founder's motto as well.

A glance here and there at tools and fixtures is sufficient to assure the prospective buyer that this is dependable stock.

Unique Displays

Display here is striking and unique. Just as the founder's and his successor's integrity set the keynote of quality, so the display artist has put his mark on the store. His light touch conjures prosaic nuts, bolts, files and other tools into designs that catch the eye.

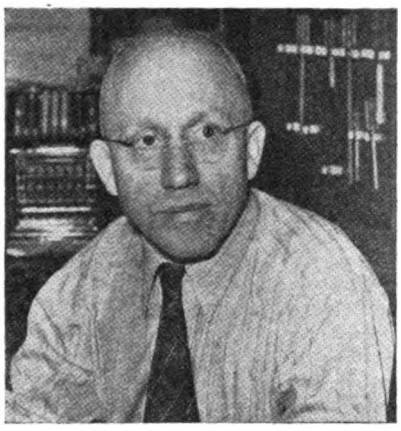
George S. Brown has been with Winks Hardware for 20 years. He previously owned his own store, specializing in domestic hardware, so that the field was a familiar one to him. In his own store he had arranged the displays and it had been work that delighted him. He had no training for it, and evolved his own arrangements. For these, he followed no diagram. and did not know how his finished display would look, he improvised as he worked with the selected hardware. Nor has he, to his regret, pictures of any of his displays.

After he had been with Winks for a year, he was given charge of the window displays. There are five windows, and he sets up a fresh one each week, so that the

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Watch Winks' Windows

"You can get it at Winks'" is a slogan the firm has backed up for 35 years by carrying the most complete stock they have been able to obtain



Vern L. Peer, who bought the store after its founder died in 1944.

front of the store never looks stale.

His work was not limited to the windows, for there are many small cases of tools. And many of his sets are along the walls and aisles at easy eye level. One pleasing assortment of tools is housed in a shallow shell of an old showcase, attached to the wall at a low level, and serving as a frame for the display.

Hardware can sometimes fall into a hodge-podge of articles that bewilder customer and salesmen alike. It is in avoiding such cluttered accumulations that Mr. Brown's displays show utility as well as eye appeal. An amazing amount of stock goes to form each of Mr. Brown's displays. Choice in each array is decided by the type and use of tool; those goods which are naturally associated are found together in his groupings. He likes to set up all lines. Precision tools, he says, are particularly nice to work with in the display field.

One Line to a Window

He usually concentrates on one line in each window except during the Christmas season, when he goes in for a more varied choice. Customers, he finds, like a bit of humor, so he evolves a puckish sign now and then. A recent one read: "Wether strip: the spelling is poor, but the quality is rich." For the Easter season, he used this

(Continued on page 170)



Mr. Brown views a window featuring his own invention—"the mole." Small display at right shows how he handles a display of coiled springs.

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$1.2 Billion in Concessions Won on Major U. S. Exports

Trade concessions broaden world markets for hardware exports. Lowered duty rates indicate strong demand for U. S. machine and hand tools. Canada makes perhaps the widest concessions in respect to number of general hardware items.

By KARL RANNELLS

Associate Washington Representative of Hardware Age

□ □ □

INCREASED world trade and broadened markets for American-made hardware and other goods are seen by the State Department in the trade agreements effected at the World Trade Conference (ITO) which began last spring and ended in October. In addition to the United States, 22 nations participated in the meeting which had for its purpose the bartering of trade concessions with one another.

As a result of the conference, the State Department declares, this country won reduced tariffs or bindings on the present rates on nearly all the major American exports. The total value of these concessions with respect to products in which the United States is a principal supplier is estimated at around $1.2 billion. In addition, concessions were made on products of which this nation is a secondary supplier; these were estimated at another quarter-billion.

U. S. Concessions

On the other side of the ledger, the United States made concessions on about 78 per cent of dutiable goods imported into this country. In 1939, the total dutiable and duty free import trade of the United States amounted to more than $2.2 billion; concessions were made at Geneva on products accounting for nearly $1.8 billion of this total.

Concessions were made on $636 million worth of the dutiable imports while the existing rates were bound against increase on $128 million. Rates were reduced less than 25 per cent on $60 million worth, between 25 per cent and 35 per cent on another $175 million worth, and from 35 per cent to 50 per cent on $273 million. An approximate $1.4 billion worth was bound duty free.

A Major Purpose

One of the major purposes of the conference was to obtain a reduction in the scope of preferential treatment which some countries extend to other nations. This was partially successful in that the United States was able to get some substantial reductions in some cases and a complete elimination of preferential treatment in a few.

Under the general agreement, no new preferentials may be granted nor the present preferences increased. Likewise, it is to be noted, it has been agreed that the concessions granted at Geneva must apply to all countries alike, regardless of whether they took part in the conference.

A strong demand for American-made tools, both machine and hand, is indicated in the fact that a number of nations lowered the import duty rates on a wide range of such items while others bound the present rates against any increase. Major concessions in this respect were made by Britain, France, Newfoundland, Ceylon, New Zealand and China.

The Chief Change

In this classification, the chief change made by the United States was reduction of the import rate on alloy cutting tools from the former 50 per cent to 60 per cent ad valorem to 30 per cent ad valorem. No change was made in the existing 45 per cent ad valorem rate on cutting and other tools under Paragraph 396.

The United Kingdom reduced to or bound existing duties at 15 per cent ad valorem. The previous rates had ranged up to 20 per cent. France reduced such duties from 20 per cent to 25 per cent plus quota to rates ranging from 15 per cent to 20 per cent. Australia lowered the rates from the former 65 per cent to 40 per cent.

The United States reduced rates slightly on enamel paints, consisting of pigments or colors ground in or mixed with varnishes; American paints, varnishes and related items had duties lowered or bound in a number of varying instances by foreign nations. India and Pakistan, recently made independent, made reductions on varied paints and resin ranging from a 36 per cent to a 24 per cent drop in import duties; a general lowering of rates on turpentine was put in effect by Cuba, Norway and Benelux (Belgium, Netherlands

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Remington Dealer Letter

DU PONT



BRIDGEPORT, CONN.

THROUGH THIS DOOR



Pass the World's Greatest Sportsmen

Every merchant who sells sporting goods likes to think that. And if his customers are made to think it, too—they'll be loyal customers.

You can't ask for anything more!

It takes a lot of things to make a customer loyal. It takes friendliness, prompt and courteous service. It takes a knowledge of merchandise. And it takes products that are known for top quality, perfect performance, backed by a good solid, substantial name.

"Remington" is a name like that. "Du Pont" is another name known for thoroughness of research, quality of production. And these names not only stand back of their products—they are *in* the products themselves. They stand for reliability, service, honesty, tradition. Words that, when translated into products, often mean the difference between a sale and a side-to-side shake of the head.

A store door, then—your store door—is a wonderful place to put names like these to work, attracting attention as well as reminding customers that *you* sell Remington guns and ammunition. Your door will be an aid to profit-building—to you... and the beginning of hunting and shooting pleasure to your sportsmen customers.

NEW REMINGTON DECALS PROVE ATTENTION-GETTERS, SALES-BUILDERS

Bright red, edged in green, with striking white printing—these new Remington decals are real eye-catchers. They also remind customers and potential customers that you stock and sell Remington firearms. Sportsmen demand highly accurate, powerful guns and ammunition. And Remington fills the bill perfectly.



These decals measure 17¾ by 6¾ inches and are ideal in or near a fire arms display, showcase, or your front door or window. Send for price tickets and decals. They're free! Write directly to Dept. HA Remington Arms Co., Inc., Bridgeport 2, Conn.

INFORMATION-PACKED PRICE TICKETS ANSWER BUYERS' QUESTIONS

A clean, attractive shelf of ammunition is an invitation for customers to buy. And if the price channels have good-looking price tickets that not only give price of ammunition, but caliber, bullet weight or shot size where appropriate, and stock number — what customer wouldn't be appreciative—more in the mood to select and buy right then and there!

Remington price tickets save you time, telling customers basic information about Remington ammunition. They do it attractively, quickly—and they immediately tell customers the important point—price! There's plenty of room for you to mark it in. They are ⅞" wide and fit standard shelving. Time savers, question savers . . . they are being welcomed by merchants everywhere as extremely valuable aids to smart merchandising.





"Quiet down, old chap; this is big game country."

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and Luxembourg). China bound existing rates.

Likewise, reduced rates were extended to American-manufactured sporting goods, including guns, rifles and ammunition. Brazil bound the existing rates on cartridges, gun caps and fuses. Guns and rifles which do not compete with domestic production were given reduced rates of one-third in Canada; guns which are in direct competition with Canadian manufactures received a lesser reduction and there was a corresponding lowering in the British preference rates.

Canada made perhaps the widest concessions of any country in respect to the number of general hardware items. Duties were reduced on cutlery, stamped products, lawnmowers, skis, fishing, fencing and other sporting equipment, glass and glassware, and many other items.

While, in dollar value, the value of concessions made to Canada exceed those granted by Canada to this country, those made by the United States largely concerned foods, lumber, pulp and paper. Wood pulp and newsprint paper, in fact, accounted for more than half the dollar value of imports bound on the free list.

The already moderate rates imposed on imports of hand tools by Newfoundland were further lowered; rates were cut by two thirds on sole leather, leather work gloves. Reductions on hand tools were also made by Ceylon and New Zealand. The latter also lowered the rates on general hardware, at the same time reducing the British preferential rate.

China bound the rates on numerous iron and steel semi-manufactures as well as varied finished items, including ironware and filing cabinets. Rates on shop and hand tools were bound at 7½ per cent and varied paints and dyes were bound at the existing 35 per cent. Rates were also bound on varied rubber products, leather belting and electrical supplies such as sockets, switches, plugs, and like items.

A reduction in several metal categories was made by Brazil, including a substantial lowering of rates on solder. Chile reduced rates on radiation equipment by 40 per cent and bound relatively low rates on nuts, bolts, screws, bearings, faucets, valves, etc. Barbed wire was placed on the free list by the Union of South Africa. Varied reductions on hardware items were made by Benelux, Czechoslovakia, and other signatories.

The agreements completed at Geneva will be put into effect provisionally on January 1, 1948, by Australia, Canada, France, United Kingdom, Benelux and the United States. Other countries will institute the new rates as soon as possible but in no event later than June 30, 1948.

The United States has reserved the right to withdraw its concessions or suspend them should it appear that such action is necessary to protect domestic manufactures of certain items, such as rubber, for instance.

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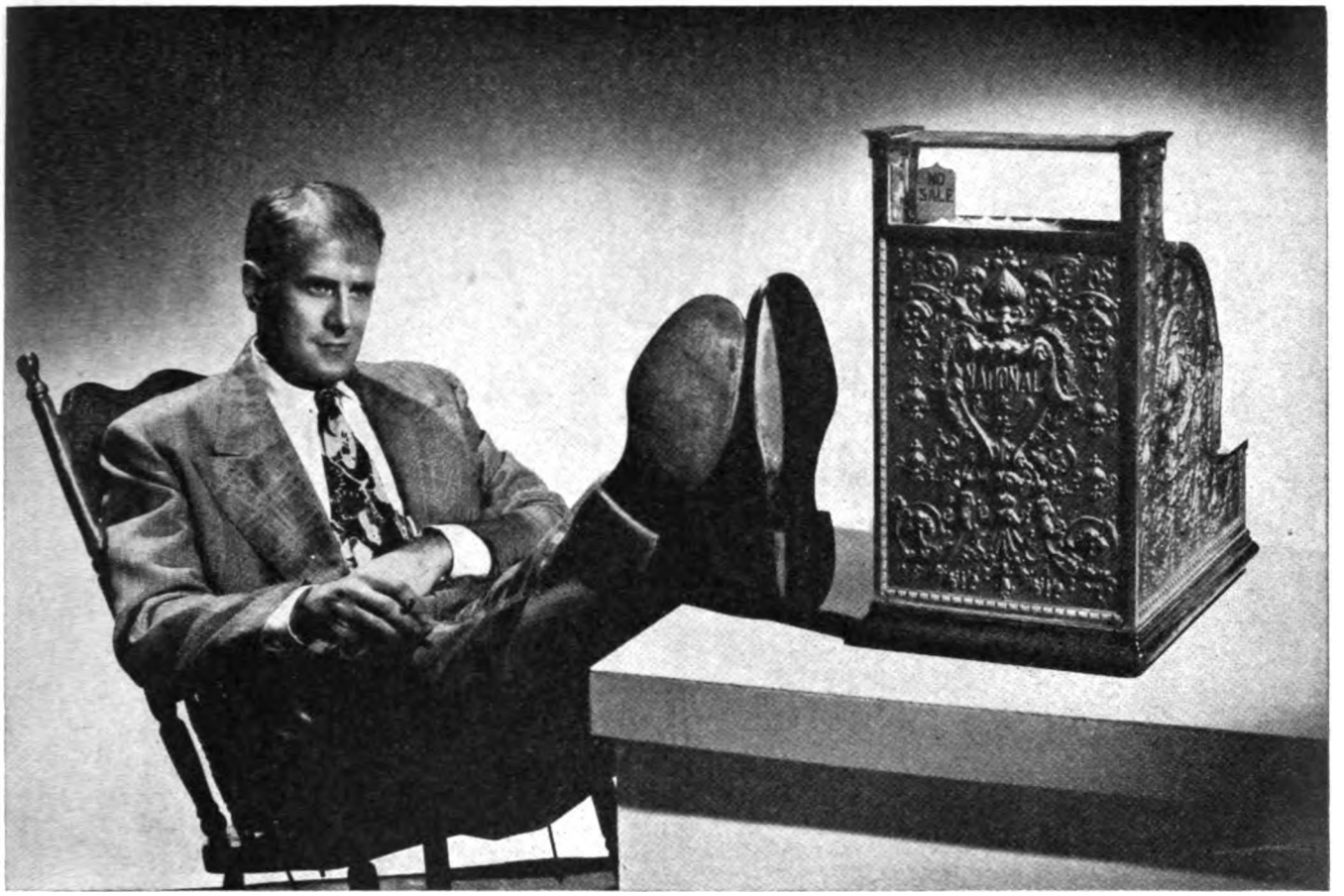
Import Concessions Granted By the U. S.

METAL, METAL PRODUCTS, ETC.

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
312	Sashes and frames of iron or steel	15% ad valorem	15% ad valorem
315	Wire rods: Rivet, screw, fence, and other iron or steel wire rods, nail rods and flat rods up to six inches in width, valued at not over 2½¢ per lb.	¼¢ per lb.	⅛¢ per lb.
316(a)	Round iron or steel wire, valued at not above 6¢ per lb:		
	Not smaller than .095 of one inch in diameter	¾¢ per lb.	⅜¢ per lb.
	Smaller than .095 and not smaller than .065 of one inch in diameter	1¼¢ per lb.	⅝¢ per lb.
	Smaller than .065 of one inch in diameter	1½¢ per lb.	¾¢ per lb.
	Any of the foregoing coated by dipping, galvanizing, sheradizing, electrolytic, or any other process with zinc, tin, or other metal	2/10¢ per lb. additional	1/10¢ per lb. in addition to the rate imposed on the wire of which it is made
316(a)	All wire composed of iron, steel, or other metal, not specially provided for (except gold, silver, platinum, tungsten, or molybdenum)	25% ad valorem and 4¢ per lb. on copper content	15% ad valorem and 2¢ per lb. on copper content
316(a)	Wire rope	2½¢ per lb., but not less than 17½ nor more than 35% ad valorem	1½¢ per lb., but not less than 10% nor more than 20% ad valorem
316(a)	Wire strand	35% ad valorem	17½% ad valorem
317	All galvanized wire not specially provided for, not larger than 20-1/100 and not smaller than 8-1/100 of one inch in diameter, of the kind commonly used for fencing purposes, galvanized wire fencing composed of wires not larger than 20-1/100 and not smaller than 8-1/100 of one inch in diameter; and all wire commonly used for baling hay or other commodities	½¢ per lb.	¼¢ per lb.
318	Woven-wire cloth:		
	With meshes not finer than 30 wires to the lineal inch in warp or filling	1¢ per sq. ft., 12½% minimum, 25% maximum, ad valorem	¾¢ per sq. ft., but not less than 10% nor more than 20% ad valorem
	With meshes finer than 30 and not finer than 90 wires to the lineal inch in warp or filling	5¢ per sq. ft., 20% minimum, 40% maximum, ad valorem	3¢ per sq. ft., but not less than 12% nor more than 24% ad valorem

(*Continued on page* 150)

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Cash registers don't ring themselves!

Business will be good in 1948 and afterward—*if we can sell enough.*

Both of the essential elements of industrial prosperity are abundantly present in America today.

1. There is a huge, unsatisfied demand. Employment is at a record 60-million-worker peak. Wages are higher than ever before.

2. Production is shattering all records.

Obviously, our only problem in '48 is to make these two elements—demand and production—work together smoothly and properly.

This can be accomplished only by *SALESMANSHIP.*

Once current pent-up needs are satisfied, it will take real selling to create demand for new products and new ideas.

Since DR *1869*

American industry, on the basis of the sales force required to market its products prior to the war and in view of the 1948 estimated national income of 200 billion dollars, *needs one million new salesmen immediately.* The employment and training of this group should be our principal concern today.

Yes, the one and only way to ring the cash register is to *SELL.*

P&P—5000

David G. Bramwell

Vice Pres., Charge of Sales

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

Associate Companies: David Round & Son, Cleveland 5, Ohio • The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round California Chain Co., So. San Francisco and Los Angeles 54, California Woodhouse Chain Works, Trenton 7, N. J.

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Having Trouble Convincing Customers?

Here Are

10 Ways to Close More Sales

Turning objections into clinchers; bringing in an "exclusive"; offering an "extra"; featuring customer use; being specific; offering new uses; studying the merchandise; letting the customer suggest ideas; making him do something and "typing" him are all tried and proven methods to use in building sales



"YES, it's very nice looking," said the customer. She glanced around the store aimlessly, put down what she had in her hand, and turned again to the salesman. "Yes, it looks good, but I don't like that sharp corner there. Our baby plays with everything he can get his hands on. He might cut himself."

The salesman turned hopelessly back to his customer. "What you say is true," he told her, "but there are a lot of other advantages. Let me tell you about them . . ."

Five minutes later, the woman walked out of that hardware store with her hands empty. She went across the street to another hardware store, where almost the identical merchandise was on sale. But this time, she walked out with a package in her hands, because an alert hardware salesman had sold her on the fact that the sharp edge to which she at first objected was in reality an advantage, something that would give her a little extra value for her money.

The customer bought from him because he used creative salesmanship. He created an advantage, a selling point, from the poor raw materials of a customer objection.

Creative Selling

Many a hardware store loses scores, perhaps hundreds, of sales monthly because the salesmen do not know how to sell creatively. Just what is creative selling? It is what the word implies—creating a sale. Creating it out of customer objections, customer quirks, ideas and merchandise angles.

Does this sound hard? Yet, there's nothing either complicated or difficult about creative selling. Here is a quick run-over of things to do, things to watch-for, and thing not to do. Try these pointers. You'll find them 10 new ways to close the sales that used to walk out of your store. Train your salespeople in them, and you'll see the volume begin to climb.

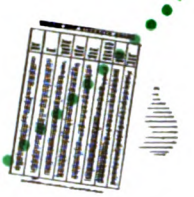
Under the heading of creative selling built around merchandise know-how, there are seven things you can do to help make two sales grow where only one grew before. These are: 1—turning objections into sales clinchers; 2—bringing in an "exclusive"; 3—offering an "extra"; 4—putting things in terms of customer-use; 5—being specific; 6—offering new uses, and 7—studying the merchandise itself in and out, forward and backward.

There are two things you can do to make the customer himself

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ROPE USES



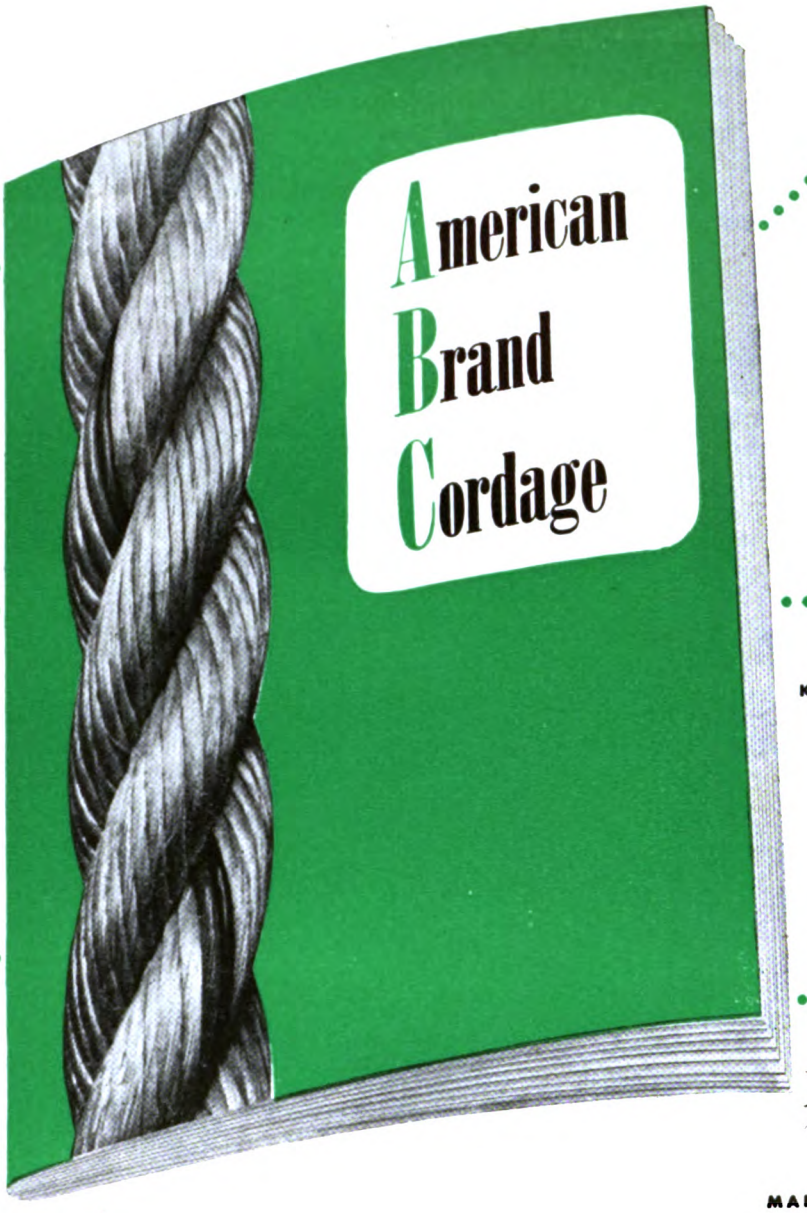
NEW STRENGTH CHART



FIBRE GROWING

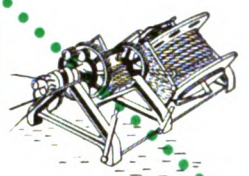


KNOTS AND SPLICES





HISTORY



MANUFACTURING

New ROPE BOOKLET

Here's a sparkling new booklet with 36 pages just crammed full of interesting facts about the history and manufacture of rope. It contains a lot of useful everyday information, too . . . for farmers, ship operators, fishermen and industrial users. It shows how to splice and tie knots . . . the really practical kind that are used in many occupations. There's a detailed description about how to rig a block and tackle, with a weight and strength char. to aid in selecting proper rope sizes. Inside pages are attractively printed in two colors . . . with a heavy four color cover . . . a fine sales aid and reference booklet, in handy pocket size. Write for a copy.

AMERICAN MANUFACTURING COMPANY, BROOKLYN 22, N. Y.

ROPE • TWINE • OAKUM • PACKING

BRANCH FACTORY: ST. LOUIS CORDAGE MILLS, ST. LOUIS 4, MO.

SALES OFFICES: BOSTON • CHICAGO • HOUSTON • NEW ORLEANS • PHILADELPHIA

SAVE TIME . . . USE THIS COUPON

Please send me the new American Brand Cordage booklet.

1

NAME

COMPANY

ADDRESS

CITY ZONE STATE

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help you to sell him. These are: 1—letting him suggest the ideas, and 2—making him *do* something.

You yourself can study your customer, and fit him into a "type."

The Break-Down

Let's break these 10 rules down into the simple, everyday things they are.

One hardware store owner got good results by an intelligent creative selling program built around rule one: turning objections into sales clinchers. Here is how he did it.

Each of the three salespeople in his store was ordered to write down the reasons why he lost a sale whenever the customer walked out empty-handed. Before letting him go, the salesman asked the customer, "Just for the record, sir, would you mind telling me why you don't like this item? It will help us to stock the items you do like next time."

At the end of the week, each salesman turned in a written report to his employer. It listed the merchandise, the types of customers who had looked at each line and—item by item—the objections that had cropped up in the course of talking to the week's customers. These were turned in at store closing time every Saturday. The owner took them home for study over the week-end. Then early Monday morning, just before the store opened, a brief sales meeting was held. One by one, the head of the firm listed the objections that had been encountered during the week, and followed with a question: "Has anybody an idea for answering this?"

Out of the informal discussion, and helped along by the notes the dealer himself had made during his week-end study of his customers' objections, a selling line was developed for each item of merchandise. If the customer didn't like a sharp edge, she was shown how the sharp edge could be an advantage to her. Whatever the kick, a way was evolved to turn it into an advantage—a selling point.

There is an interesting sidelight to this case. The system worked so spectacularly that it attracted the notice of a manufacturer. The dealer whose creative selling idea worked on the retail level sold his store and now is sales promotion manager—at a fat salary—for a large manufacturer. His store, incidentally, is now in the hands of an ex-employee who has continued the former owner's creative selling methods and is now enjoying the highest sales volume in his community.

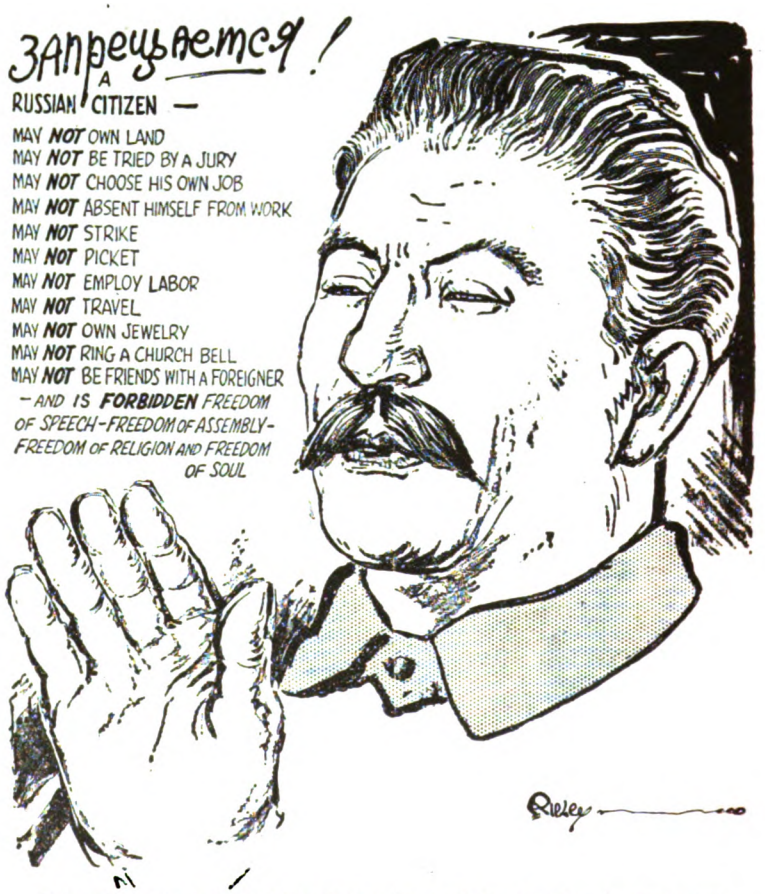
Rule two is finding an "exclusive." An exclusive is something that only your merchandise has. It is something you can offer the customer that your competitors cannot.

Easy to Find

If that sounds impossible, it isn't. Finding an exclusive is easy. Every product has something that makes it different from competing lines. Find out what this is. Then play upon it, and upon the fact that other lines do not have it, and you've found an "exclusive" that will help to boost

(*Continued on page* 147)

Believe It or Not!



Released, by permission of Robert Ripley, for reprinting for educational purposes.

This great Ripley cartoon shows the pitiful plight of the common man, as divested of all rights and property, under that vicious form of organized larceny which is Communism. Therein a cruelly disciplined minute minority is forced to enslave the energies of the greater mass of productive people. There government, so-called, owns everything. But government cannot invent—cannot create. It can only consume. To invent is solely the function of the individual. With the people's incentives suppressed—and with ruling gangsters satiated with loot—there can be no mounting surge of invention, as has made and kept America great and her people free. "Working from behind her iron curtain," says American Fair Trade Council. "Russia strives to reduce to her level the unshackled peoples of the world, first by destroying their national obstructions to commercial piracies. Through misguided Americans, she labors now to break down our Fair Trade Laws, our Trade-Mark Laws, our Patent Laws—and all our great network of protective laws which provide, for our people, compelling incentive to create and produce—to make and keep our Nation strong."

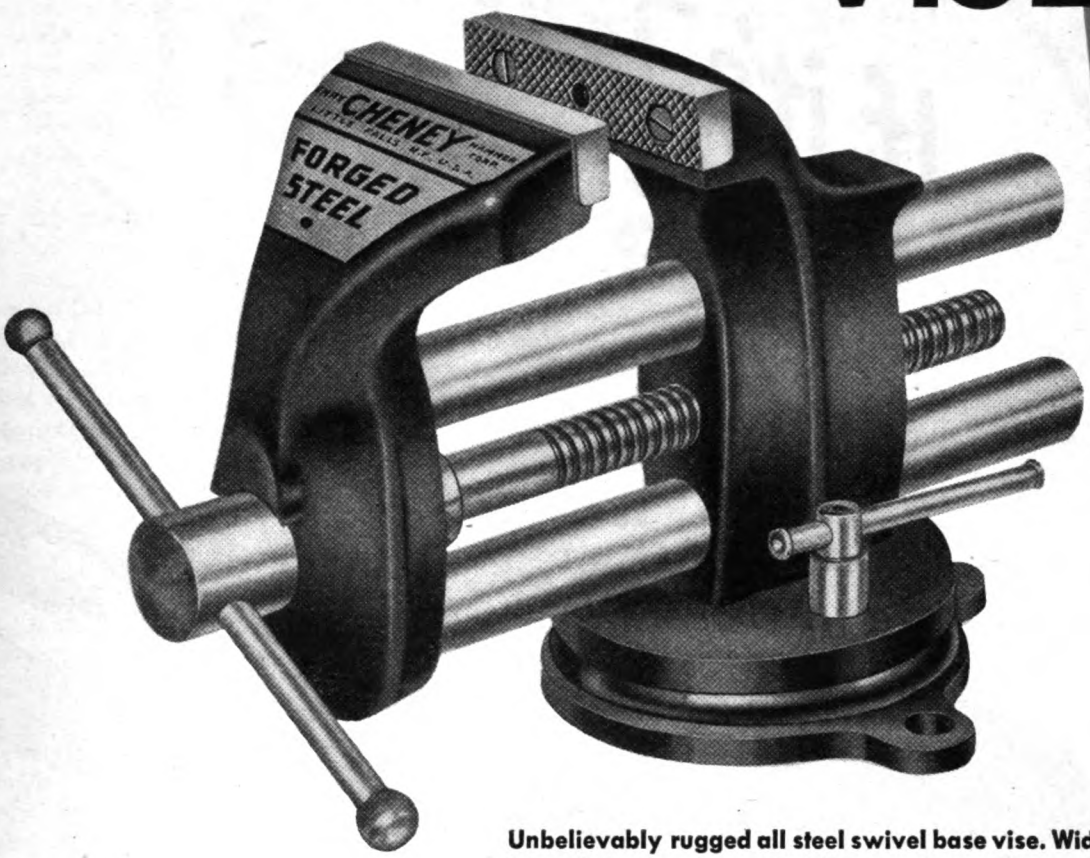
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HENRY

CHENEY

HAMMER CORPORATION

FORGED STEEL VISE



Unbelievably rugged all steel swivel base vise. Width of jaw 3½"—opens to 3". Weight of vise 15 lbs. Drop forgings make vise practically indestructible and allow extra wide and deep throat, 2¼" x 2¼", for large capacity. Hammering anvil at back of body. Powerful 6 pitch thread screw with long lever for greater leverage, protected by high tensile steel sliding bars. Detachable steel jaw faces, drop forged and rough cut. Swivel base locks tightly at any angle through 180 degrees. Jaws, screw and lever, side nut and lever, highly polished. Front jaw and body painted attractive maroon.

Ask your hardware jobber.

Sales Representatives:

JOHN H. GRAHAM & COMPANY, INC.
105 Duane Street, New York 8, N. Y.

•

SANFORD BROTHERS
Chattanooga, Tenn.



CHENEY NAILER

Since 1836

HENRY CHENEY HAMMER CORPORATION

LITTLE FALLS, N. Y.

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If it's TRUE TEMPER
IT'S TOPS!



SEE AND BUY IN YOUR HOME TOWN HARDWARE STORE

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Ten Ways to Close More Sales

(*Continued from page* 144)

sales. Do this with every item in the store, and watch all the sales figures jump.

Offering the customer an "extra" is often the difference between closing a sale and wasting 10 minutes' time attempting without success to do so. Every item in your store has some small use over and above that for which it was made. This use may only be in opening bottles. But it is there. Finding it, and pointing out to the customer how the merchandise will do something extra for him, can give you a powerful sales clincher.

Studying the merchandise on your shelves and counters to learn the ins and outs that give you a thorough knowledge of the "extra" possibilities takes time. It takes time, trouble and some sweat. But so does nearly everything else that produces results. The time spent in acquiring such a thorough merchandise knowledge can pay big dividends.

Stress Usefulness

In giving the sales talk, speak in terms of usefulness to the customer rather than in terms of so many nuts and bolts. The customer is interested only in what the merchandise will do for him. Your spade work in learning your stock will pay off here in devising creative salesmanship built around the uses to which the hardware will be put by the customer.

In addition to the uses stock research will uncover, this merchandise knowledge will help you to think up new ways in which the merchandise can serve. Remember that with each new use which you and your salesmen can suggest to the customer, a new market has been opened. New sales can be made. New suggestion selling possibilities are uncovered.

How do you discover these new uses when the manufacturer himself has exhaustively unearthed everything he can find? Sometimes, manufacturers do not find all the angles. In fact, more often than not, the alert hardware dealer can dig up more new ways in which the customer can apply his stock than the manufacturer dreamed of.

As an example of the fact that the manufacturer has not necessarily found everything his product will do, take a recent national advertising campaign run by a cleansing tissue manufacturer. The ads in this campaign were all built around new, previously unknown ways to use the product. The payoff was this: All of the angles advertised came from customers—not from the company files.

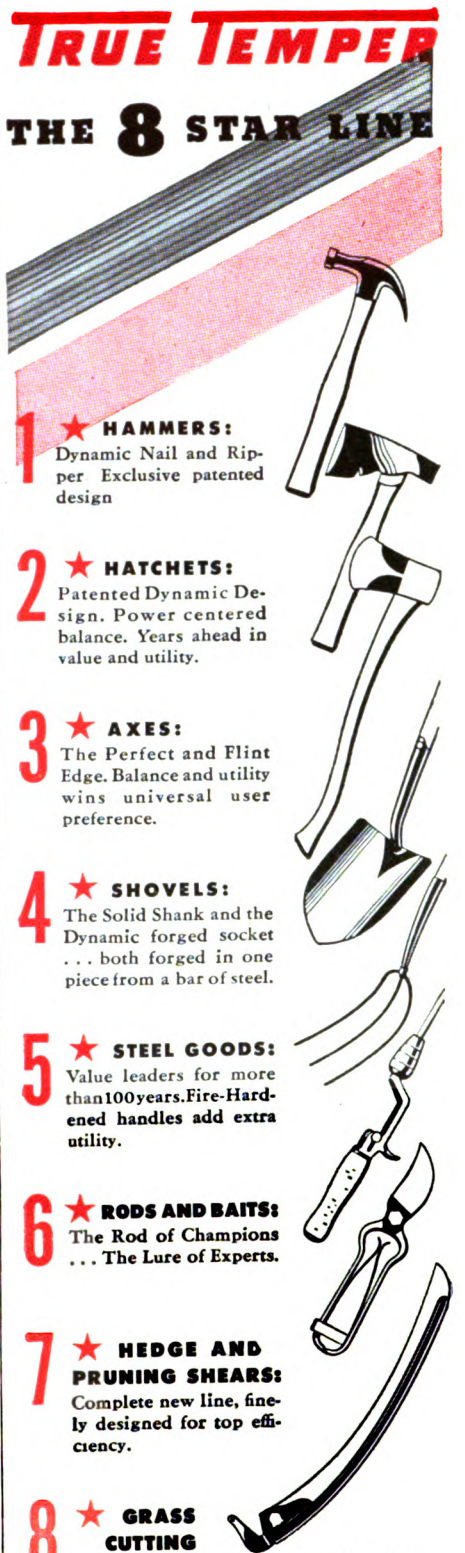
Finding new uses this way can be expensive. Moreover, it would be impractical for the average hardware dealer. But one southern dealer did the next best thing. He made a game of it, played by himself and his salesmen. The store's employees were invited to think up merchandise uses that could be suggested to customers, and an award was given for every good idea turned in. By this means, scores of new creative selling angles were found.

Standard uses, and a wealth of product knowledge can be gleaned by complete study of all the literature put out by the manufacturers. A study of the advertising angles found effective by the manufacturer is a quick way in which to learn about your stock—and what makes it sell.

Always Be Specific

In suggesting uses, and in quoting results the customer may expect from his purchase, be specific. Don't say that the item will do "about" so much. Say that it will do *exactly* so much. If it represents an improvement over a previous model—or over a model sold by competitors—say that it does 11½ per cent better by actual test. This is many times more convincing than a broad statement claiming "between 10 and 15 per cent improvement." Being specific helps to create sales.

There are two things you can do to create sales, using as a lever the customer himself. One of these is to let him think the ideas are



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his own. That is a method as old as selling itself.

The psychology behind this is simple. Each of us, underneath, is pretty proud of himself. Each of us believes that his ideas are the soundest, his ways the best, and his plans the surest. So if you can convince the prospect that the selling ideas you're putting forward are his own—by planting the germ of an idea in his mind, and gently pushing it into a full-blossomed idea—you have a surer sale than if the suggestions are patently those of the salesmen. Subconsciously, the customer comes to believe that the idea *is* his. His idea must, therefore, be sound and good—where the salesman's suggestions have an obvious ulterior motive behind them. Hence, desire comes right behind the blossoming of the idea. And behind desire comes an open pocketbook, and a sale.

Have Him Do Something

Another way in which to make the customer aid the salesman in closing a sale is to have him do something. It can be as simple as feeling the merchandise, hefting it in his hands, or holding it up to the light. Inducing the customer to do this is easy. Once he has handled or examined the merchandise, he has taken an important step toward desiring it. He has taken it into his possession. Temporarily, yes, but still the item has passed into his hands. It is, to some extent, now his. And he will be far more willing to pay in order to *keep* something he has temporarily owned, than to pay for something on a table, counter or floor. He's taken one step toward ownership, and in the process has aided the salesmen to sell him.

A good idea is to type the various kinds of customers who come into the hardware store. People do fall into groups. Each group takes a slightly different sales treatment than other groups. Knowing what sort of preferences, habits, desires and dislikes your customer has helps you to create in his mind a desire for your merchandise.

If this sounds like a deep dip into psychology, it is not. Here is the way one hardware dealer typed his customers:

Six Customer Groups

Arbitrarily, he chose six general groups—talkative, quiet, hard to convince, open-mouthed, spender, and conservative.

The talkative customers were those who liked to hear their own mouths flap. These could be sold easily, he discovered, by making a few pointed remarks, then allowing them to talk themselves into a sale.

The quiet customer, on the other hand, took a more down-to-earth sales effort before he could be sold.

The hard-to-convince customer needed the best selling efforts of the owner himself or his star salesman.

But the open-mouth customer could be sold by anyone, including the porter. He was the type ready to believe what was told him and, within his means, could be sold any merchandise in the store.

The spender, too, took very little selling work. Sometimes he needed convincing as to product merit, but price was no consideration. This type of customer would be up-traded and often second-sold other items besides those for which he came into the store.

The conservative customer, on the other hand, was price-conscious. More selling work was needed to pry open the pocketbook than to sell the merchandise. Second-selling efforts were usually wasted on this customer.

Tailored Sales Talks

The store's sales force was taught how to spot these six customer groups, and soon each salesman was able to recognize his customer by type after exchanging a few words, and was able to tailor his selling talk accordingly.

2¼ Million U.S. Farms Still Lack Electricity

MORE than 2¼ million American farms did not have electric service on June 30, 1947, according to the annual Rural Electrification Administration estimate announced recently by the Department of Agriculture. The estimates show that about 400,000 farms obtained central station service during the year, prior to June 30.

Largest on Record

The connections made during the year are the largest on record and bring the electrified farms up to 3,574,641 or 61 per cent as compared with 3,182,133 or 54.3 per cent estimated June 30, 1946.

An estimate of unelectrified farms is required each year under the Rural Electrification Act of 1936, as a basis for state allotments of half of the loan funds newly made available by Congress. Of the $225,000,000 in loan funds authorized for 1948, $112,500,000 is thus being allotted. In addition, the administrator may approve loans from the unallotted half of the loan fund up to 10 per cent in any one state.

Farms without electric service, the 1947 estimates show, are located throughout the nation with nine states each having more than 100,000 farms unserved and 19 states more than 50,000 unelectrified farms each.

Although rural electrification has progressed rapidly in many of the northeastern and mid-western farm states, large numbers of farms in these areas still await service. Pennsylvania, for example, has more unelectrified farms than the combined number unserved in seven of the western states and Illinois has nearly twice as many.

The Largest Gains

While the estimate for 1947 is not strictly comparable with those of earlier years—largely because the 1945 farm census figures have been revised in the interval—an examination of the 1947 and 1946 estimates indicate that the largest gains in the number of farms connected were made generally in areas where the number of unserved farms was greatest. Texas, Alabama, Oklahoma, North Carolina, Kentucky, Georgia, Tennessee, Arkansas, Missouri and Mississippi all registered large increase in the number of farms receiving service.

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Maybe You've Heard of Us... Maybe Not But You Will

Trenton Tackle

TRENTON MANUFACTURING CO. COVINGTON, KENTUCKY

We're not the biggest fishing tackle outfit in the world—not the oldest either.

But WE'RE IN BUSINESS TO STAY and dead serious about offering you the kind of products that get up and sell.

We won't try to pretend that we have the kind of money the big boys spend for advertising. But don't feel sorry for us. If we can't outspend 'em—there's a lot of them we can outperform.

Last year we had three items. This year we've fourteen—9 lures, 3 tackle boxes, a bait cage and a fisherman's thermometer. They're all topnotch quality, priced right to sell and for you to make a profit. The lures are packaged in the most attractive visual box a customer ever picked off your counter.

HERE'S OUR PLAN—We want your customers to get to know and ask for the name Trenton in tackle. Most of the money we have for advertising will be spent this spring in promoting our "Fish Detective" Thermometer, packaged with our Whamcaster Lure at the bargain price of $1.75.

There will be ads in Life, Collier's, Holiday, Popular Mechanics, Field and Stream and Hunting & Fishing. We'll ask folks to buy this package from you. If you have it, there should be profitable sales—if not, they'll write us for it. That's pretty much our story for now.

We'd be mighty proud to send you the catalog of our line printed in full color. Write Dept. A, Trenton Manufacturing Co., Covington, Ky.



Trenton

This is the package your customers will look for on the counter

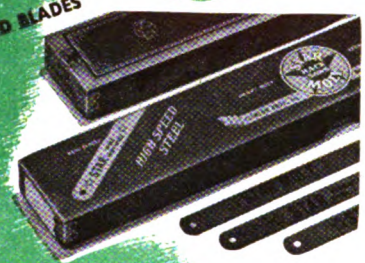


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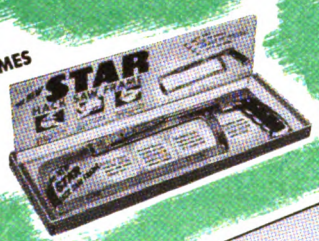
Add Up the advantages of a Complete Line

New blade customers come your way when it's known you're handling the Star line—the line that's really complete. You also give better saw service to your *old* customers. Handling the Star line means *every* customer gets what he wants—no matter what he wants—because there's a Star blade for every job a hack saw or band saw can do... PLUS the REPEAT sales that spring from Star's finer performing hack saw blades, band saws and frames. Customers will ask for more and more Star... again and again. Add it up: the GRAND TOTAL is *more money for you!*

HAND BLADES



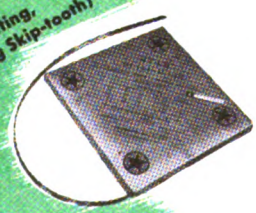
FRAMES



POWER BLADES



BAND SAWS (Metal cutting, including Skip-tooth)



Sold only through recognized distributors

CLEMSON

CLEMSON BROS., Inc., Middletown, N.Y.
Makers of hand and power hack saw blades, frames, metal cutting band saw blades and the Clemson E-17 lawn machine.

$1.2 Billions in Concessions Won On Major U.S. Exports

Import Concessions By the U. S.

(*Continued from page* 140)

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
	With meshes finer than 90 wires to the lineal inch in warp or filling	50% ad valorem	30% ad valorem
321	Antifriction balls and rollers, finished or unfinished, for whatever use intended	8¢ per lb. and 25% ad valorem	4¢ per lb. and 25% ad valorem
327	Cast-iron andirons, plates, stove plates, sadirons, tailors' irons, hatters' irons, but not including electric irons, and castings and vessels wholly of cast iron, including all castings of iron or cast-iron plates which have been chiseled, drilled, machined, or otherwise advanced in condition by processes or operations subsequent to the casting process but not made up into articles, or parts thereof, or finished machine parts.	10% ad valorem	10% ad valorem
327	Castings of malleable iron not specially provided for:		
	Heel and other plates for boots and shoes	10% ad valorem	5% ad valorem
	Other	20% ad valorem	10% ad valorem
328	Lap-welded, butt-welded, seamed, or jointed iron or steel tubes, pipes, flues, and stays, not thinner than .065 of one inch:		
	If not less than ⅜ of one inch in diameter	¾¢ per lb.	⅜¢ per lb.
	If less than ⅜ and not less than ¼ of one inch in diameter	1¼¢ per lb.	⅝¢ per lb.
	If less than ½ of one inch in diameter	1¾¢ per lb.	⅞¢ per lb.
	Provided, That no tubes, pipes, flues, or stays made of charcoal iron shall be subject to a less rate of duty than	1¼¢ per lb.	⅝¢ per lb.
328	Flexible metal tubing or hose, whether covered with wire or other material, including any appliances or attachments affixed thereto, not specially provided for	30% ad valorem	20% ad valorem
329	Chain and chains of all kinds, made of iron or steel:		
	Not less than ⅜ of one inch in diameter	⅞¢ or ¾¢ per lb.	½¢ per lb.
	Less than ⅜ and not less than 5/16 of one inch in diameter	1½¢ per lb.	1¢ per lb.
	Less than 5/16 of one inch in diameter	4¢ per lb.	2¢ per lb.
329	Anchor or stud link chain:		
	Two inches or more in diameter	1½¢ per lb.	¾¢ per lb.
	Less than two inches in diameter	2¢ per lb.	1¢ per lb.
330	Nuts, nut blanks, and washers, of wrought iron or steel	6/10¢ per lb.	3/10¢ per lb.
330	Bolts, with or without threads or nuts, and bolt blanks, of iron or steel.	1¢ per lb.	½¢ per lb.
330	Spiral nut locks, and lock washers, of iron or steel	35% ad valorem	20% ad valorem
331	Cut nails and cut spikes, of iron or steel, exceeding two inches in length	4/10¢ per lb.	3/10¢ per lb.
331	Hobnails and cut nails, of iron or steel, not exceeding two inches in length	15% ad valorem	10% ad valorem

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YOU furnish the steel

If you or your customers can supply us with 12 to 24 gauge sheet steel, we will supply you pound for pound with any selection of Lyon standard products now in production.

Or, we will manufacture to your customer's specifications, in Lyon production run quantities, assemblies, sub-assemblies, or parts in gauges No. 8 and lighter up to No 30.

LYON will make the product

—AND YOU GET PROMPT DELIVERY

LYON METAL PRODUCTS, INCORPORATED

General Offices: 123 Monroe Avenue, Aurora, Illinois

Branches and Dealers in All Principal Cities

A PARTIAL LIST OF LYON PRODUCTS

• Shelving	• Kitchen Cabinets	• Filing Cabinets	• Storage Cabinets	• Conveyors	• Tool Stands	• Flat Drawer Files		
• Lockers	• Display Equipment	• Cabinet Benches	• Bench Drawers	• Shop Boxes	• Service Carts	• Tool Trays	• Tool Boxes	
• Wood Working Benches	• Hanging Cabinets	• Folding Chairs	• Work Benches	• Bar Racks	• Hopper Bins	• Desks	• Sorting Files	
• Economy Locker Racks	• Welding Benches	• Drawing Tables	• Drawer Units	• Bin Units	• Parts Cases	• Stools	• Ironing Tables	

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THE ONLY gas range connector using malleable iron fittings, the standard gas fitting material and best for the purpose . . . a heavy flared tube fitting combined with special alloy aluminum tubing with .049" wall thickness. A connector built to "take it"! UNDERWRITERS APPROVED for all gases.

EASY DOES IT. The long 10° tapered cone of a Superseal fitting assures permanently gas-tight seal. There's no need to be "brutal" when tightening the nut, but you need not fear shearing the tubing or damaging the fitting. Tubing can be bent sharply close to the fitting — ideal for flush-to-wall installations.

COMPETITIVELY PRICED even though "the best". Available in any combination of elbows and straight fittings as required. Write for complete description. Over 400 U. S. Distributors . . . one near you.

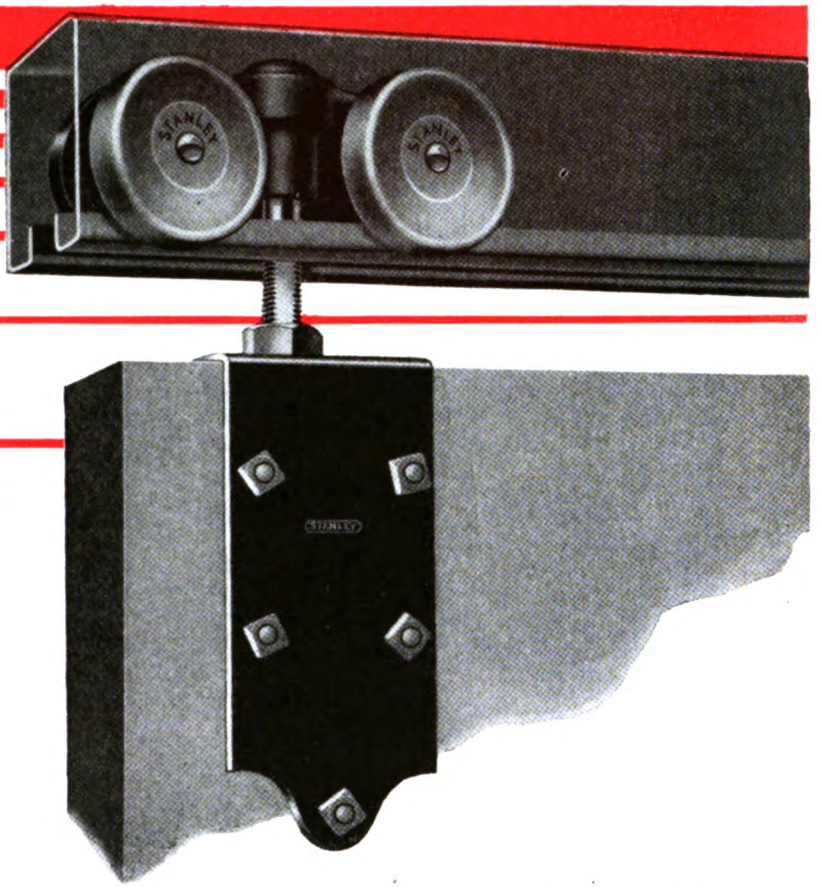
Superseal
DIVISION
COLUMBIA MALLEABLE CASTINGS CORPORATION
COLUMBIA, PA.

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
331	Nails, spikes,, tacks, brads, and staples, made of iron or steel wire:		
	Not less than one inch in length nor smaller than .065 of one inch in diameter	4/10¢ per lb.	2/10¢ per lb.
	Less than one inch in length and smaller than .065 of one inch in diameter	¾¢ per lb.	½¢ per lb.
331	Staples, in strip form, for use in paper fasteners or stapling machines	2¢ per lb.	2¢ per lb.
331	Spikes, tacks (not including thumb tacks), brads, and staples, not specially provided for	6/10¢ per lb.	½¢ per lb.
332	Rivets, studs, and steel points, lathed, machined or brightened, and rivets or studs for non-skidding automobile tires	30% ad valorem	15% ad valorem
332	Rivets of iron or steel, not specially provided for	1¢ per lb.	½¢ per lb.
338	Screws, commonly called wood screws, of iron or steel	25% ad valorem	15% ad valorem
345	Saddlery and harness hardware; all articles of iron, steel, brass, composition, or other metal, commonly or commercially known as saddlery or riding bridle hardware:		
	If not plated with gold or silver	20 or 25% ad valorem	12½% ad valorem
	If plated with gold or silver	30% ad valorem	15% ad valorem
352	Cutting tools of any kind containing more than 1/10 of 1% of vanadium, or more than 2/10 of 1% of tungsten, molybdenum, or chromium	60% ad valorem	30% ad valorem
355	Table, butchers', carving, cooks', hunting, kitchen, bread, cake, pie, slicing, cigar, butter, vegetable, fruit, cheese, canning, fish, carpenters' bench, curriers', drawing, furriers', fleshing, hay, sugar-beet, beet-topping, tanners', plumbers', painters', palette, artists', shoe, and similar knives, forks, and steels, and cleavers, all the foregoing, finished or unfinished, not specially provided for:		
	With handles of mother-of-pearl, shell, ivory, deer, or other animal horn	8¢ each and 25% ad valorem	4¢ each and 12½% ad valorem
	With handles plated with and in chief value of silver	10¢ each and 25% ad valorem	5¢ each and 12½% ad valorem
	With handles of silver (other than plated with silver), or other metal than aluminum, nickel, silver, iron or steel	16¢ each and 35% ad valorem	16¢ each and 35% ad valorem
	With handles of hard rubber, solid bone, celluloid, or any pyroxylin, casein, or similar material:		
	Table, carving, cake, pie, butter, fruit, cheese, and fish	4¢ each and 25% ad valorem	2¢ each and 12½% ad valorem
	Other	8¢ each and 35% ad valorem	8¢ each and 35% ad valorem
	With handles of wood or wood and steel if specially designed for other than household, kitchen, or butchers' use, or with handles of nickel, silver, or steel other than austenitic:		
	If less than four inches in length, exclusive of handle	2¢ each and 25% ad valorem	2¢ each and 25% ad valorem
	If four inches in length or over, exclusive of handle (except hay forks and 4-tined manure forks)	4¢ each and 25% ad valorem	4¢ each and 25% ad valorem

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"SMOOTH AS A STREAMLINER!"



STANLEY

Rolling or Sliding DOOR HARDWARE

• Garage, barn and industrial plant doors roll with "streamliner smoothness" on Stanley Hangers and Stanley Track. The frictionless hangers — with ball bearing swivels and roller bearing wheels — coast quietly and easily under fingertip operation.

Stanley Door Hardware assures permanently carefree doors because of the weather-protected, dirt-shielded track feature. The track sections are uniformly *straight as a die* and Stanley "Hold-Fast" Track Clamps bind the sections tightly into a single length of track, as required. Every possible combination of track brackets for double and triple door sets can be furnished.

Complete hardware sets are available for folding or sliding garage or barn doors in openings from 9′ to 16′ width. Three sizes of track and hangers fill requirements of any sliding door up to 1000 pounds, and two-way adjusting nuts assure exact fit. The Stanley Works, New Britain, Conn.



Send for descriptive folder

HARDWARE FOR CAREFREE DOORS

STANLEY

Reg. U.S. Pat. Off.

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

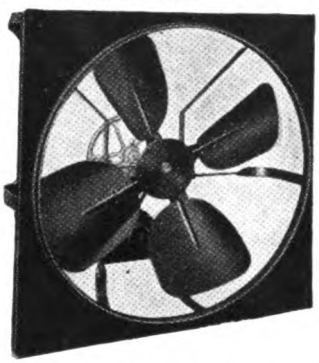
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Air Equipment Co. announces it's line of heavy duty

FRIGID-AIR-FANS

Fifty-four years of experience and progressive engineering go into the manufacture of the new heavy duty industrial and household FRIGID-AIR-FANS.

These large, carefully engineered units are built for long, hard service, with a minimum of operating and maintenance cost.



Belt Driven FRIGID - AIR - FANS range in size from 30" to 48" and are equipped with heavy duty 110 or 220 Volt 60 cycle single phase AC motors. FRIGID - AIR - FANS frames are sturdily constructed with 12 gauge hot rolled steel panels—complete electrical welding assures greater strength and less vibration. Reports from customers and dealers everywhere are uniformly free of trouble.

Direct Connected Industrial FRIGID-AIR-FANS range in size from 12" to 30" and are equipped with heavy duty 110 or 220 Volt 60 cycle AC motors. These units also boast the FRIGID-AIR-FAN completely welded frame.

Air Equipment Co. now offers new and protected franchises — attractive discounts and immediate delivery to Manufacturers' Agents and Distributors interested in handling this complete line of ventilating fans.

Mailed the attached coupon today

MAIL TODAY

AIR EQUIPMENT CO.
1713 W. Carroll Ave., Chicago, Ill.

Please send me, without obligation, complete information on the FRIGID-AIR-FANS.

Name_____

Address_____

City_____ State_____

AIR EQUIPMENT CO.
1713 W. Carroll Ave., Chicago, Ill.
Warehouse—630 S. Miller St.

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
	With handles of any other material, including those with handles of wood or wood and steel not specially designed for other than household, kitchen, or butchers' use:		
	If less than four inches in length, exclusive of handle	2¢ each and 35% ad valorem	2¢ each and 17½% ad valorem
	If four inches in length or over, exclusive of handle (except hay forks and 4-tined manure forks)	8¢ each and 35% ad valorem	8¢ each and 35% ad valorem
	Any of the foregoing without handles:		
	With blades less than six inches in length	2¢ each and 25% ad valorem	1¢ each and 12½% ad valorem
	With blades six inches or more in length (except hay forks and 4-tined manure forks)	4¢ each and 25% ad valorem	2¢ each and 12½% ad valorem
	Hay forks and 4-tined manure forks, finished or unfinished, not specially provided for, with handles of any material other than those specifically mentioned in paragraph 355, Tariff Act of 1930, if four inches in length or over, exclusive of handle, or without handles, with blades six inches or more in length	2¢ each and 12% ad valorem	2¢ each and 12% ad valorem
356	Planing-machine knives, tannery and leather knives, tobacco knives, paper and pulp mill knives, shear blades, circular cloth cutters, circular cork cutters, circular cigarette cutters, and all other cutting knives and blades used in power or hand machines (except knives and blades for meat-cutting, meat-slicing, or meat-chopping machines, and except roll bars, bed plates, and other stock-treating parts for pulp and paper machinery)	20% ad valorem	20% ad valorem
357	Pruning and sheep shears, and blades for the same, finished or unfinished:		
	Valued at not more than 50¢ per dozen	3½¢ each and 45% ad valorem	1¾¢ each and 22½% ad valorem
	Valued at more than 50¢ and not more than $1.75 per dozen	15¢ each and 45% ad valorem	7½¢ each and 22½% ad valorem
371	Bicycles with or without tires, having wheels in diameter (measured to the outer circumference of the tire):		
	Over 25 inches:		
	If weighing less than 36 lbs. complete without accessories and not designed for use with tires having a cross-sectional diameter exceeding 1⅝ inches	$2.50 each, but not less than 15% nor more than 30% ad valorem	$1.25 each, but not less than 7½% nor more than 15% ad valorem
	Other	$2.50 each, but not less than 15% nor more than 30% ad valorem	$2.50 each, but not less than 15% nor more than 30% ad valorem
	Over 19 but not over 25 inches	$2 each, but not less than 15% nor more than 30% ad valorem	$2 each, but not less than 15% nor more than 30% ad valorem
	Not over 19 inches	$1.25 each, but not less than 15% nor more than 30% ad valorem	$1.25 each, but not less than 15% nor more than 30% ad valorem

(*Continued on page* 284)

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Take the STEAMLINER for Extra sales and profits!



LAKESIDE Steamliner PRESSURE COOKERS

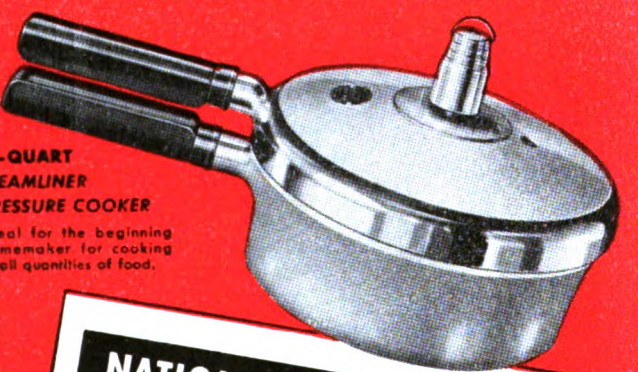


4-QUART
STEAMLINER
PRESSURE COOKER

Cast from finest quality aluminum. Equipped with positive 5-10-15 pound pressure gauge. Holds 3 pint jars for canning. Attractive hammered type finish is easy to clean.

16-QUART
STEAMLINER PRESSURE COOKER

Equipped with geared and adjustable gauge and easy-to-lock-and-open cover. Holds 7 quart jars or 9 pint jars for canning. Has hammered finish cover and satin-spun finish body. The 12-quart model holds 5 quart jars or 7 pint jars for canning.



3-QUART
STEAMLINER
PRESSURE COOKER

Ideal for the beginning homemaker for cooking small quantities of food.

Keen merchandisers are climbing aboard the STEAMLINER, taking the express route to extra sales and profits. Just as homemakers everywhere are saving hundreds of kitchen hours, year after year, with these remarkable pressure cookers, so are modern housewares merchandisers realizing extra profitable sales volume with this great line.

STEAMLINER PRESSURE COOKERS have outstanding sales appeal . . . dependable, smartly designed and expertly engineered! Among the many special features of STEAMLINER PRESSURE COOKERS are: the positive fool-proof pressure gauge; the skillfully designed slip proof handles; the easy-to-clean finish. STEAMLINER PRESSURE COOKERS are in greatest demand by homemakers who know cooking best.

If your jobber cannot supply you, write direct to factory.

NATIONALLY ADVERTISED

28 Million Ad Messages During the First 4 Months of 1948

Now backed by an intensive national advertising campaign, STEAMLINER PRESSURE COOKER sales are growing by leaps and bounds. Beginning at once and continuing on a regular, consistent schedule, colorful advertisements featuring STEAMLINER PRESSURE COOKERS will appear in these leading publications: LADIES' HOME JOURNAL, GOOD HOUSEKEEPING, WOMAN'S DAY, PATHFINDER, HOUSEHOLD, FARM JOURNAL, FAMILY CIRCLE, and others.

Take advantage of this advertising. Tie-in with it. Window streamers, top of cooker displays, newspaper mats and circulars sent FREE on request.

LAKESIDE ALUMINUM COMPANY
MENOMONIE, WISCONSIN

Digitized by Google



The store is kept brightly lighted at night after is is closed for business. Passers-by on the street have a complete view of the entire establishment.

Gave Themselves a Christmas Present—a New Store

Owners of M. & S. Hardware open new, thoroughly modern establishment which is air-conditioned and has ample parking space for its customers

CHARLES "RED" SIMPSON and Hoyt Meyer gave themselves—and their community of less than 9,000 population—a Christmas present in the form of a brand new store. Located in Edinburg, Tex., the new quarters of M. & S. Hardware were designed to help merchandising—and do.

Of steel and cement construction the store boasts a 50 ft. front and runs 80 ft. deep. It is all display space, with warehousing taken care of in a separate warehouse building. Windows are full-view with the exception of a limited space to the left of the off-set door, and there are no pillars to obstruct vision.

Previously M. & S. Hardware occupied rented quarters half a block from the present location. Says Mr. Simpson, "The old building was long and narrow. It was like working in a long tunnel and was uninviting to feminine customers. We were handicapped because we could not effectively display our merchandise. Our most attractive merchandise we could put in the front of the old store. but could not draw people into the rear to shop around. Customers would come in, ask for a specific item, buy it and invariably head for the door. We could hold a few by suggestions. But we could not run our inventory to them. And to pick out a few items from the thousands in stock was a poor stab in the dark. We lost sales, and we knew it. But not to the extent that actually occurred.

"On Dec. 13th—and I am not superstitous—we opened our new store. People with no other intention than to walk in and wish us well walked out *after* making purchases they never had intended to make. The reason for this is simple. They *saw* what we had. The store is well lighted with natural light pouring in from 50 ft. of window space and from rows of fluorescent lighting. The customers examining merchandise at one counter can see the merchandise on the next counter, or all over the store, for that matter. If only curiosity moves them to look closer they move on. People circulate around the new store instead of popping in and popping out.

(Continued on page 159)

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new as tomorrow's Jet Plane



Demand for Porter Ice Cream Freezers continues heavy, and prevents promise of immediate delivery. But we'll be glad to send you specifications and prices on the complete line, with the assurance that we will make every effort to fill your order as fast as conditions permit.

New Improved 1948

HUSKY

Ice Cream Freezer

REDESIGNED to give feature upon feature exclusive with *Husky!* Super-precise, rust-proof die cast zinc gears that will mesh with ease and quiet never before attained in a hand-operated ice cream freezer! Gear "teeth" that will always remain clean and never chatter and grind like old-fashioned ice cream freezer gears. Husky is *engineered.*

CONSIDERATION at last—for the arm that turns the crank! The ice cream freezer industry has never troubled its 200-year-old head about the arm that puts out all the power for making ice cream! But the 1948 Husky does care—and by careful regard for proper and accurate mechanical alignment gives super-smooth action! Husky is *engineered* for performance.

IRRESISTIBLE smartness in styling and color for instant Husky sales appeal! When shoppers see the glistening, gay 1948 Husky they'll say at once, "That's for me!" And they'll know they've made the right choice when they move in for a close-up inspection of the trim, smoothly-finished, well-made working parts. Yes, Husky is *engineered* to sell!

Manufacturers of the Famous "Dolly Madison" Electric Ice Cream Freezer

The J. E. Porter CORPORATION

Manufacturers of America's Favorite Ice Cream Freezers . . . 80 YEARS OLD

HOME OFFICE: OTTAWA, ILL. — EXPORT OFFICE: 201 N. WELLS ST., CHICAGO

Digitized by Google

AT LAST... a spinning-type reel that "fills the bill" for the American fisherman

the ASHAWAY SLIP-CAST REEL for light lures..

PRICED TO RETAIL AT $22.50
Federal Tax Included

★ Reels with right hand





★ Fits bait casting and spinning rods

★ Eliminates back lash

★ Easily adjusted drag

★ Permits use of extremely light tackle

★ Trigger control assures accurate casting

★ Mounted on top of rod

Developed after years of experiment—incorporating all the advantages of the slip-cast technique with important new features never before available—brought to you by ASHAWAY, INC., associate company of Ashaway Line & Twine Manufacturing Co.—built by the Ohio Tool Company of Cleveland to ASHAWAY specifications under ASHAWAY supervision.

FIRST OF AN IMPORTANT NEW LINE OF FINE FISHING EQUIPMENT...

In 1946, Ashaway Line & Twine Manufacturing Co. established a new firm—ASHAWAY, INC.—with the purpose of developing related items of fishing equipments worthy of ASHAWAY endorsement. We take pleasure in presenting the ASHAWAY SLIP-CAST REEL as first of our new line of superior products.

ASHAWAY, INC. Westerly, Rhode Island

Digitized by Google

Gave Themselves A Christmas Present— A New Store

(*Continued from page* 156)

"From the front to the rear, every inch of space is given to displaying our merchandise. The tops of our counters serve as table tops. The bottoms, or sides, are for displaying merchandise and not for storing unopened cartons. Our displays are spaced far apart to avoid any possibility of giving the effect of crowding. People seem to feel free to move around in wide aisles.

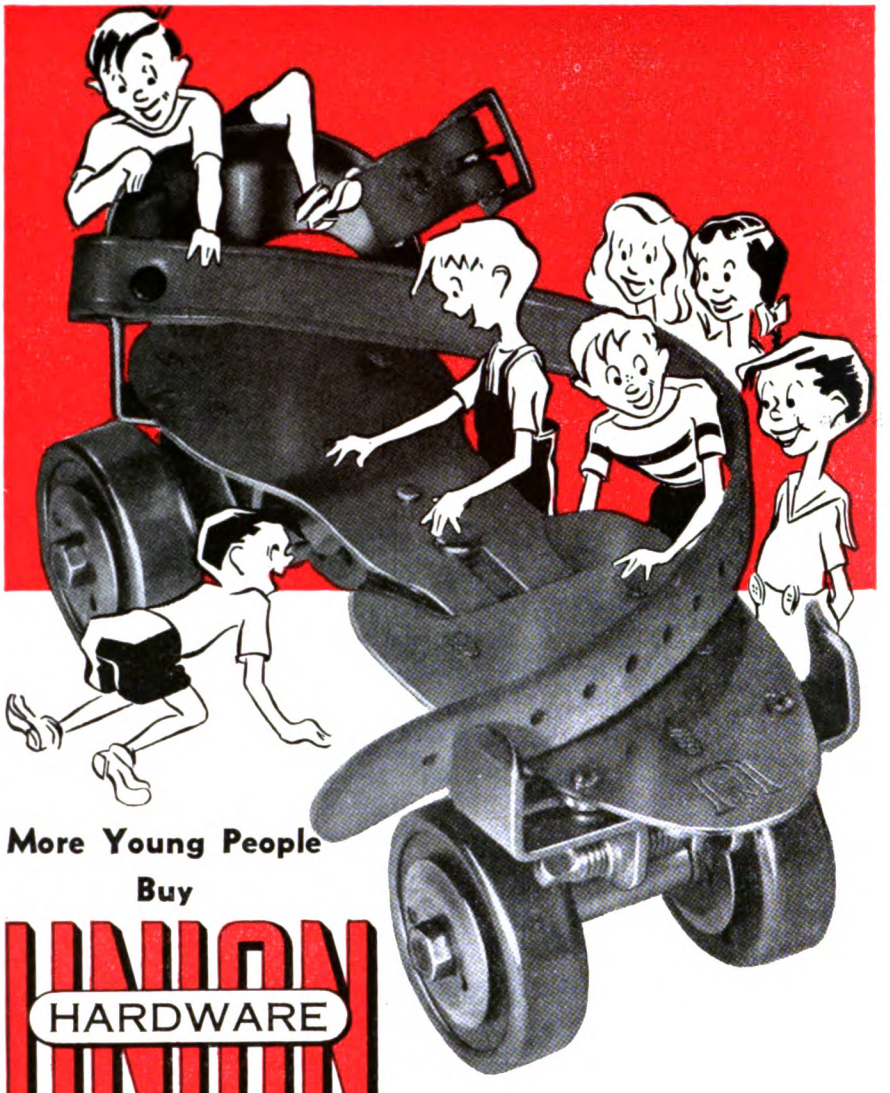
"And, to further customer convenience, we keep all our lines segregated by departmentization. But the store still maintains the appearance of a unit. One thing that we have received many comments on was the fact we only display merchandise on the floor that would naturally be used on the floor or the ground. We even have our children's bicycles displayed on top of a counter. This was done to draw immediate attention to them.

Sporting Goods to Grow

M. & S. Hardware has a sporting goods department, to be enlarged as fast as possible. With their new building they are adding new lines. "Within six months," explained Mr. Simpson, "we will increase our inventory 50 to 80 per cent. We figure we did a fine job getting what merchandise we have together for our opening. It is our intention, or ambition, to have a stock so complete in the hardware line that we can take care of our customers' wants. This is important. The average person feels that when we don't have what he wants, we deliberately slighted him in our calculations. Unfair attitude, but true nevertheless. People have told us that. Unintentionally we disappointed them. And always we suffer the consequences.

An Air-Conditioned Store

"We air-conditioned our store, an added expense. We had a 15-ton unit installed. Because our



More Young People Buy

UNION HARDWARE

than any other ROLLER SKATES in the world

TO INCREASE YOUR ROLLER SKATE SALES, SELL UNION'S NO. 5 BECAUSE . . .

1. **Better Made**—Double ball race bearings. Each bearing contains 18 balls. Flexible (cushion) sole plate. Highest quality for speed and wear.

2. **Better Looking**—Beautifully finished and plated. Saddle leather straps. Colorful, sales building package, clearly marked for quick identification.

3. **Lower Priced**—The economies of Union's immense production are passed on to the dealer and the consumer. Quality for Quality, UNION SKATES are the best buy on the market.

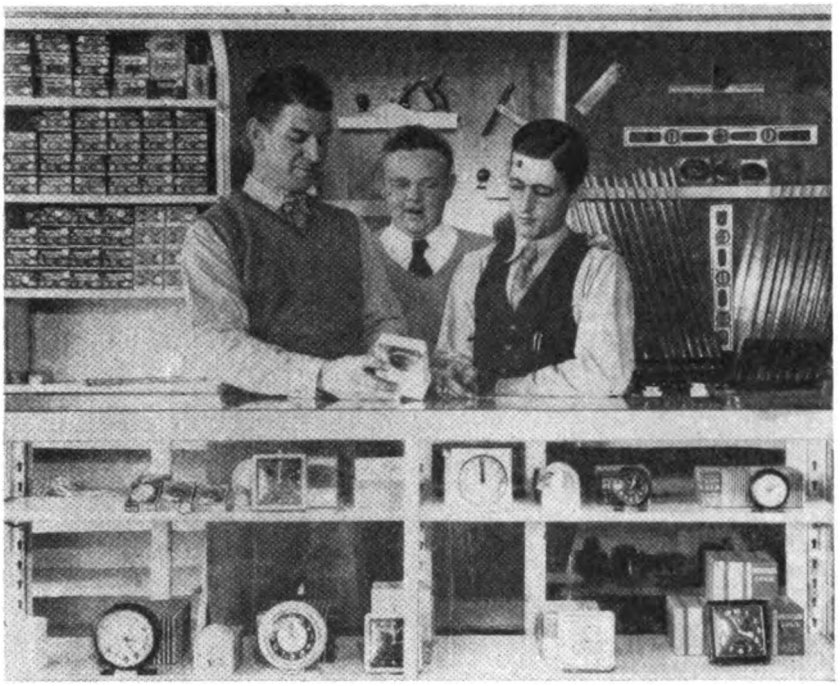
When ordering from your Jobber specify

UNION HARDWARE COMPANY

ROLLER AND ICE SKATES, FISHING RODS, HAND TOOLS

Torrington, Conn.

Digitized by Google



Charles Simpson, at the left, shows two of his salesmen a new clock and explains it so that they will be able to describe its features to the customers. "If owners show no interest, their salesmen won't", he says.

store is completely insulated, this size unit will do the job, so the engineers assured us. We could have suffered it out during the hot months, but figured the customers wouldn't. They have been taught to expect to be able to shop in comfort by others. Also instilled in their minds is the thought that the merchant who will not give them air conditioning does not appreciate their business. Who is going to swelter in my store when competitors offer them comfort and consideration?

The Parking Problem

"Parking is another problem. We have a 3,000 sq. ft. parking lot in the rear that is reached via an alley. We sacrificed this space by having a warehouse elsewhere in order to accommodate our customers. In planning our new store, we did not forget to figure that customers alone would make our venture profitable . . . or the reverse. And, I am glad to say, that we have the assurance of customer patronage in the short time we have been open in our new location."

Planned Modernization While at War

(*Continued from page* 130)

type of merchandise requires more selling effort than less expensive items, this location offers the very real advantage of avoiding interruptions from friends and other customers in closing a sale. The section is easily visible from the front of the store. An appliance or two is usually spotted in a prominent location in the window display area to remind less observant customers that the firm carries this type of merchandise. Further expansion is planned to enlarge this department to double its present depth.

A further advantage of the modernization and expansion program has been greater facility in stock control which the new plant makes possible. Departmentalization of merchandise permits breaking down responsibility for maintenance of stock so that the salesman in charge of each department is solely responsible for entering items as they become depleted, in the "want" book. He also is responsible for arranging displays and for the neatness and cleanliness of his department.

Responsibility is also delegated to one man — Bill Watson, the firm's oldest employee — for the critical job of receiving and pricing all incoming merchandise. Ralph Chambers takes sole responsibility for the buying, while Jack handles the office end of the business. Both brothers, of course, work together in shaping the firm's merchandising and promotional policies, and both fill in as clerks on the selling floor as needed.

Hardware Dealers Want Modern Store Interiors

(*Continued from page* 125)

association. They are very satisfactory in every respect."

* * *

"We are awaiting more favorable building costs and intend to enlarge our entire building. Labor has to learn that it must produce quality and reasonable quantity to justify the high wage scale. All general contractors are not interested in new work."

* * *

"We have just completed our interior modernization. The building is leased and the lease does not run long enough to change the front."

"Not interested for at least one to two years due mostly to present economic conditions in our area."

* * *

"Just purchased the building we occupy but will do nothing but the most necessary maintenance until prices are in line with our earnings of the business."

* * *

"After our experience in 1946 with the remodeling of our store interior, we are afraid to start on the outside. Material and labor are quite high and very scarce and both very, very poor."

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YOU'RE RIGHT AS RAIN WITH THE ROSS...

YOU SELL QUALITY WITH CONFIDENCE.. WHEN YOU sell the ROSS



Since 1904 Ross Sprinklers and Spray Equipment have built an ever-increasing customer demand. The confidence established by reason of Ross quality assures dealers of dependable sales that promote lasting friendship. It pays to tie in with the Ross line. "You're right as rain with Ross." The popular selling lines shown here are but suggestive of the quality in all of the 140 or more Ross products. Each offers sure-fire sales winning features. Write for catalog of complete line.

THE ROSS NO. 24 REVOLVING SPRINKLER

1. Uniform coverage to 40' diameter.
2. Saturates ground without flooding.
3. Stainless steel bearings, longer life.
4. Heavy brass tubing withstands high pressure.
5. Base guaranteed not to break.

THE ROSS NO. 10
Body of sprinkler drawn from flat sheet of solid brass. Has no seams. The perforated face will not loosen and is soldered from inside, making the sprinkler leak-proof and nicely finished. Patent baffle plate insures even distribution of water across the entire face. Dispersion is in a soft, fan-like spray.







THE ROSS "SQUARE SPRAY" HEADS
Body of cast brass in one piece. Interior parts made of sheet brass are accessible from top without removing head. This is a popular and efficient head, though inexpensive. Throws a SQUARE spray. Best operation at 12' spacing.



44 YEARS OF BUILDING SPRINKLER SATISFACTION

THE ROSS SPRINKLER CO.

34 ROBERTS ST. • PASADENA 3, CALIF.

We sell exclusively through jobbers. New territories now being opened. Inquiries invited from reliable jobbers.

THE ROSS SPRINKLER CO.
34 ROBERTS ST., PASADENA 3, CALIF.

We are interested in the dependable line of Ross Sprinklers and Spray Equipment. Please send us your latest catalog and descriptive literature.

NAME _____

ADDRESS _____

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The Ad-Viser

The Direct Mail Campaign

In this instalment, the author discusses the direct mail campaign and the three paths which may be followed—the varied item plan, varied list plan and build-up plan

Part 12

By IRVING SETTEL

Advertising Manager, Concord's, Inc.
Instructor of Advertising, Pace Institute, New York City

□ □ □

WHEN a dealer decides to promote merchandise by means of direct mail, there are certain factors which must be given first consideration. Primarily, he determines how much money he can afford to spend. The appropriation affects both the quantity and size of the mailing pieces. Then he decides how long his message should be within the limitations of his costs. His rough layout will include the approximate amount of words and illustrations which will be used. Then follows the production of the direct mail piece as discussed previously in this column. However, one of the most important post-production factors to consider is the campaign. What plan will be used in sending the mailer? How will the lists be exploited to the fullest extent? What should be the organization of mailing to result in maximum sales? In line with this, there are three possible paths to follow:

The Varied Item Plan

This type of campaign entails the sending of different mailings containing varied items *to the same list.* This plan is especially adaptable for the hardware merchant since he can offer his items at various intervals to his regular customer list. It is excellent to stimulate business with off season specials. Sales and merchandising events can be publicized in coordination with newspaper and radio advertising. This would make the campaign thorough and complete.

The Varied List Plan

This plan is effective when the hardware dealer possesses items which he is anxious to unload. It is good too when he has acquired a series of lists from non-competitive merchants. In this case, the advertiser will subject the list to a test mailing offering one item at a time. In this way, he can determine the value of the list plus the desirability of the merchandise. After making the rounds with a single item, the hardware dealer may try a new item and go through the various lists again.

□ □ □

EDITOR'S NOTE: The author solicits readers' advertising problems which will be treated in an "Ad-Clinic" running concurrently with this series.
Send your problems and your ads to the author in care of Hardware Age. Good examples of hardware store advertising will be welcomed.

The Build-Up Plan

In selling high priced items, it often becomes necessary to sell your merchandise with a series of direct mail pieces rather than a single piece. Here, it is wise to use the build-up plan. First, the advertiser plans a *series* of mailers to be sent the identical list or lists. Each piece will contain a story about the merchandise being offered, and will serve two purposes.

1. It will attempt to make a quick sale and end the campaign.

2. It will lead up to the next mailing piece, serving as a wedge to arouse interest in the coming advertisement. The entire unit is planned as a complete campaign rather than individual units. The build-up plan is also used effectively to prepare a list of customers for a prospective catalog. By sending a series of direct mailers first, great interest is stimulated and when the catalog finally arrives, it is looked upon with great respect. The effects of this, show up in orders.

The build-up plan has been used successfully in "dun" collections, accounts in arrears, etc. Usually, a series of letters is planned, each mailing increasing in strength. The culminating letter suggests legal action, court unpleasantries, etc. Thousands of hardware

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Genie presents a new method of opening cans!



us at
National Housewares Show
ary 15 to 22
h 130

ID OR METAL SHAVINGS CAN'T DROP IN FOOD!

earing lid from can directly *under* rim gives GENIE more sales-making advantages than y can opener on the market today: *positively prevents lid or metal shavings from drop-ng in food; opens any size or shape can, leaves straight, clean edge; permits easy moval of solid foods; no blades, no levers, no adjustments—no cleaning or sharpening.*

ade of finest grade steel, heavily chromium plated, GENIE's streamlined beauty is vailable in two models. Model 400 may be fastened inside cupboard, on wall or shelf, lds away when not in use; sells for $3.50. GENIE 410 Built-In Model fits flush with the all and may be easily installed in any wall finishing in new or old homes. Sells for $7.50.



• **GENIE BUILT-IN MODEL** may be permanently installed in wall or in cupboard.

Beautiful New Display

(with or without Built-In Model)

DEAL NO. 425 ▶ 5 Genie 400 Can Openers and 1 Genie 410 Can Opener:
Retail List $25.00
Your Cost 16.67
YOUR PROFIT $ 8.33

Plus a valuable counter display FREE (mounted with one 400 and one 410 Can Opener) . . . 9 inches of counter space that will produce record sales for you!



DEAL NO. 406
6 Genie 400 Can Openers
Retail List $21.00
Your Cost 14.00
YOUR PROFIT $ 7.00

Plus FREE display with one only No. 400 mounted and five No. 400 Can Openers in attractive magenta packages.



• **FOLD-AWAY.** Genie 400 Model folds away in cupboard out of sight, but always ready for use.



• **CLEAN, SANITARY.** Genie shears lid from any shape can, holds lid until can is removed.



• **FEATHER TOUCH.** Genie's automatic shearing action removes lid and rim from body of can.

Get This *Free* 3-Color Sales Display with Special Introductory Deal!

GENIE is beautifully packaged. Nationally advertised in Saturday Evening Post Life, Parents, Sunset and other leading publications—backed by full dealer help

Google

Robert H. Clark Company

9330 Santa Monica Boulevard • Beverly Hills, California

STRIP-SEAL SELLS!



The Strip-Seal advertisement above is now appearing in . . THE SATURDAY EVENING POST

Sells in cellophane packets . . $.29

Sells in cartons (pkg. of 5 packets). . . . $1.35
(Far West slightly higher)



Here's a real stopper! Die-cut hole accurately shows customers how much heat is lost when windows are not tightly fitted or sealed with Strip-Seal! One display is packed in every shipping case you buy (13 cartons).

Improve customer service — glaze with Mastic-Glaze

TREMCO
MANUFACTURING CO
CLEVELAND 4, OHIO

dealers can vouch for the plan's effectiveness.

It is well to remember that while any one of these plans can be used exclusively, most advertisers will use a combination of all three stressing any one according to individual needs.

Following Up Inquiries

In order to build a list, some hardware dealers advertise in newspapers or other periodicals offering free catalogs, literature, even inexpensive merchandise. While this has proved effective, caution must be displayed. Most of the returns will be good potential customers. However, many letters will be from "coupon senders," persons who write for anything and everything which is offered free of charge. These must be carefully weeded out.

In building a list with publication advertising, it is necessary to be prepared to send the literature requested and follow-up material which will lead to a substantial sale. Here are some rules which can be followed:

1. Answer the inquiry promptly and thoroughly.
2. The inquirer should be thanked for writing.
3. If an order does not result from the first follow-up, subsequent letters should be mailed at regular intervals. Each letter should contain some *new* information of "value" to the recipient.
4. Each succeeding letter must make a stronger bid for the order.
5. Additional incentives can be offered in the final letter of the series.

Checking the Lists

Very often, a direct mail advertiser uses two or three lists at the same time. If he is building a list, he may advertise in more than one publication simultaneously. In any case, upon receipt of orders or answers, he'd like to know the exact source of the successful campaign. If this knowledge is available, the same list or publication can be used again with less margin for failure. The information requered is obtained by using a *key number* or code number, which is contained on his reply card or coupon.

There are many ways to "key" your ads. The number may be contained in the address number, or in requests such as "Write to Dept 28" or "Send for Catalog GG." Small identification marks can be used in the corner of coupons. These, of course, vary in each publication or list and one can easily discover which is doing the biggest "pulling" job.

But *keying* is only half the job. Keeping an accurate record of the returns is equally important. All replies should be checked thoroughly and classified according to the source. At all times, you will be testing publications, lists, and different types of mailing pieces. In this way, you can develop an invaluable plan for "fool-proof" advertising and virtually all waste advertising can be eliminated. However, be sure that the following rules are carefully observed:

1. If you choose a portion of a list to use as a sample, a fair specimen in quantity and comparative equal conditions must be employed.
2. If you desire to compare one mailing to another, conditions must be almost identical.
3. Accurate records must be kept of all mailings and replies.
4. From your tests, determine the most effective methods to use and exploit these thoroughly. Change only after additional tests.

Next time, we'll discuss radio as an advertising media and how a hardware dealer can use it effectively.

No Recession Likely This Year

(Continued from Page 131)

creases in the consumer goods industries, plus the amount of payroll increases in the capital goods industries, minus the amount saved or taken in taxes. Not a very large part seems likely to go into savings. Consequently, the consumer goods industries will profit, to an extent, by a third round of wage increases. Capital

Digitized by Google

New Year's Resolution 1875

To build a range women can depend on

"For better homes, better meals, better health"

1876 . . . DITTO
1877 . . . DITTO
1878 . . . DITTO
1879 . . . DITTO
1880 . . . DITTO
1881 . . . DITTO

1900 . . . DITTO
1901 . . . DITTO
1902 . . . DITTO
1903 . . . DITTO
1904 . . . DITTO
1905 . . . DITTO

1941 . . . DITTO
1942 . . . DITTO
1943 . . . DITTO
1944 . . . DITTO
1945 . . . DITTO
1946 . . . DITTO



—and in 1948 more profit opportunities than ever before



L&H

REG. U.S. PAT. OFF.

An L&H Electric Range is more than a thing of iron and steel . . . it is the heart of the home. To build and sell it in this spirit has been the guiding principle in the manufacture of L&H cooking and heating appliances . . . the policy of progress that year after year for nearly three-quarters of a century has brought ever greater profit and prestige to L&H dealers.

A. J. LINDEMANN & HOVERSON CO., Milwaukee 7, Wisconsin

Manufacturers of L & H Electric Ranges • L & H Electric Water Heaters • L & H Kerogas Oil Ranges

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LUFKIN "LEADER" CHROME CLAD STEEL TAPE . . . today's best value!

A leader in value, a leader in satisfaction! The perfect steel tape for that hard-to-please customer. Strong steel line is covered with satin smooth, rust-resistant chrome that will not crack, chip, or peel. Jet black markings are easy to read, and they won't wear out. Available with hook-ring for one-man measuring. For best profits, sell the best steel tapes . . . sell Lufkin.

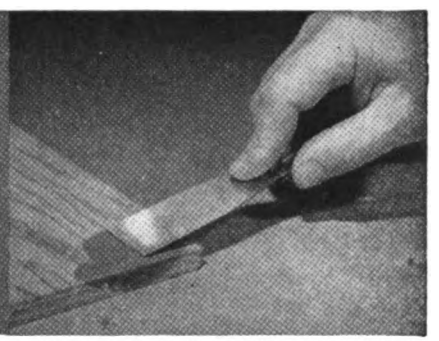
LUFKIN

THE LUFKIN RULE COMPANY, SAGINAW, MICHIGAN, New York City

COMPARE

DURATITE WITH ANY OTHER WOOD BASE PLASTIC FILLER

See why it's better!



ONLY DURATITE has all these ADVANTAGES!

- Shrinkage so slight — Only 1 Application needed!
- Easy to Apply
- It Stays In
- Saws, cuts, sands
- Fine Texture
- Takes high finish
- Water and Weatherproof
- Seven Wood Colors

When you *see* how much faster and easier Duratite is to work — fills holes in wood, metal or plastic in just *one* application, dries *with only 1% shrinkage, stays in,* can be cut, sawed or sanded to a smooth surface — you'll stock and recommend it. Complete line of sizes. Try it at our expense. Nationally Advertised!

WEBB PRODUCTS COMPANY

238 South G Street • San Bernardino, California
Dept. H, Norcross, Georgia

SEND FOR FREE SAMPLE

Name_____

Address_____

City_____ Zone___ State_____

Jobber's Name_____

FOR LARGE CAVITIES



FOR SMALL CAVITIES

DURATITE

WOOD DOUGH AND SURFACING PUTTY

goods industries probably will about break even. The workers will come out a little behind as they did after the first two rounds. Stockholders probably will come out behind because there will be new demands to be met and corporations are not likely to disburse all profit gains in the form of higher dividends.

May Remian Strong

"Fortunately, we are in a strong position in several respects and may remain strong. Inventories are low. I believe they will continue to remain low. Keeping them that way is one of the most important contributions that businessmen can make toward achieving a smooth transition from the present state of affairs to a more normal one.

"Short-term indebtedness is still low. There, I am afraid, we may get more of an increase than is desirable. I doubt whether the Treasury will be able to sell enough Government bonds to keep the banks uncomfortable. I fear it will be unable to do so.

Consumers' Needs Large

"The needs of consumers and of business are very large. I think they will remain so even when the difficult adjustments in agricultural prices and in the export surplus take place. The question is whether those two adjustments will occur early enough. The earlier they come the better.

"I don't think we are going to get very far," Dr. Slichter said, "either toward making friends or toward helping the world situation, simply by giving money away. I believe we should help the people of Europe to trade with us. We should give the British a chance to sell us bicycles, worsteds, cutlery and crockery; we should buy wines and gloves from the French; lemons, olives and cheese from the Italians, and so forth. If we don't do this, the money we send abroad will not do what we expect it to do. It will be an humanitarian gesture, and may help people get through the difficult winter ahead, but it is not

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likely to accomplish any lasting effect.

"The final thing to which I should like to direct your attention is the need of more industrial capital in this country. We have an industrial plant designed roughly for a work force of about 48 million, and we have a work force at present of between 63 and 64 million. We have not increased the industrial plant of the country materially since 1929. For the most part, we merely have made replacements.

"One of the most extraordinary things to me is that after 17 years of consuming capital about as fast as we have replaced it, we have been able to find machines and equipment for the present number of people to operate. This is one reason why output per manhour is not what we should like it to be.

"The capital per worker in private industry in 1938 was just short of $5000 in terms of July, 1947, prices. Today, capital per worker is about $1000 less than it was in 1938. At present prices. to bring capital per worker up to the level of 1938 would require about $53 billion of capital. It is doubtful whether that would be adequate, because capital per worker had shown a tendency to rise about two per cent a year.

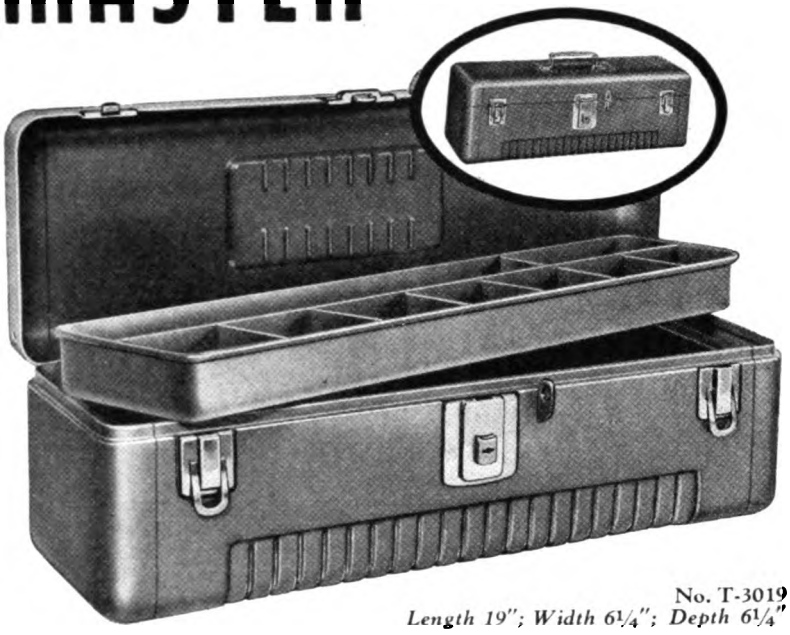
"American industry, in many instances, is grievously short of capital. It will take several years to make up the deficiency. This should be an important contributory factor in helping us to achieve a fairly smooth transition from present abnormal conditions to more normal ones."

Soil Conservation

The agricultural committee of the Sioux City, Iowa, Chamber of Commerce recently set up a permanent program for soil conservation. Interest in the project has been received from Nebraska. South Dakota, Minnesota and Iowa. The program is to arouse farmers to the need of soil conservation. The committee travels the area in pairs to talk with conservationists and farmers and to enlist them in the project. The committee has received many compliments for its efforts.

THEY'RE READY!

Complete NEW *Line of* MASTER STEEL BOXES



No. T-3019
Length 19"; Width 6¼"; Depth 6¼"

NEW STYLES . . NEW DESIGNS NEW PROFIT POSSIBILITIES

This is the first time all these expensive features have been offered at such low retail prices:

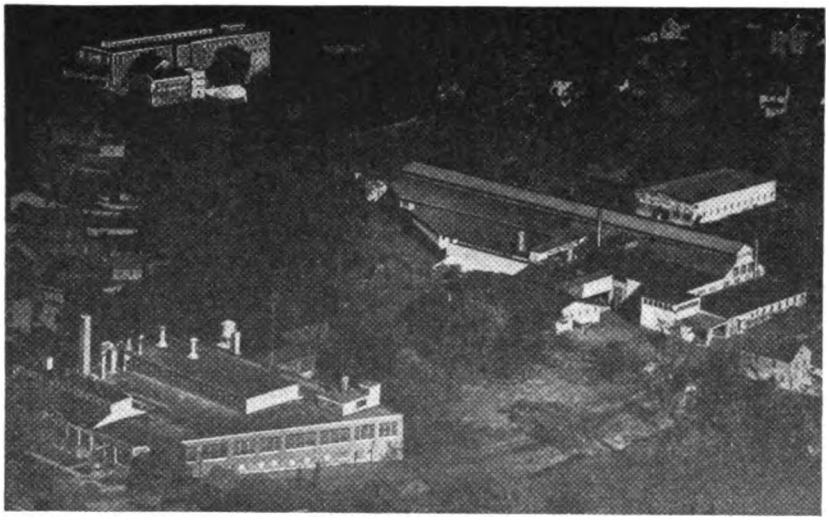
- ✓ ADVANCED STREAMLINED STYLE
- ✓ SMOOTHLY ROUNDED CORNERS
- ✓ RECESSED HARDWARE
- ✓ PADLOCK HASP
- ✓ REMOVABLE TRAY
- ✓ CONTINUOUS PIANO HINGE
- ✓ HEAVIER GAUGE STEEL

These new Master Boxes mark an all-time high in quality features, new styling, popular price range and profit possibilities for you.

Sold only through the Independent Trade.
Never sold through chains or mail order houses

MASTER METAL PRODUCTS, Inc.
273-291 Chicago Street **Buffalo 4, N. Y.**

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Air view of the Wilcox, Crittenden plant in Middletown, Conn., in 1947.

Wilcox, Crittenden's 100 Years

How a challenge to invent a sail eyelet grommet became the beginning of a century-old manufacturer of marine, industrial and heavy hardware.

ONE HUNDRED years ago in 1847 young Eldridge Penfield, of Middletown, Conn., accepted a challenge, a challenge which led to the founding of Wilcox, Crittenden & Co., Inc., manufacturer of marine, industrial and heavy hardware.

Foreman Collins was thawing out a frozen sail in Ben Butler's sail loft, and passed the remark that if some of the idlers huddled about the stove would only employ some of their spare time and invent a metal grommet, the sailmaker's life would be pleasant, indeed.

Eldridge Penfield couldn't erase the thought from his mind. Soon afterwards, with typical Yankee ingenuity, he had developed a metallic washer grommet, the sail eyelet grommet as it is known today. He began the manufacture of this revolutionary item and was shortly joined in his venture by William W. Wilcox, 19 years of age, and the real founder of Wilcox, Crittenden & Company, Inc., of Middletown, Conn.

Foot and hand presses were used to turn out grommets, a slow, tedious process. Mr. Wilcox was the businessman of the team—and it wasn't long before he was on his way to introduce the grommets to sailmakers all up and down the Atlantic Coast. By that time, he had developed a line of setting tools, and slowly but surely he was able to induce sail lofts to change over from the age-old custom of the use of the waxed thread.

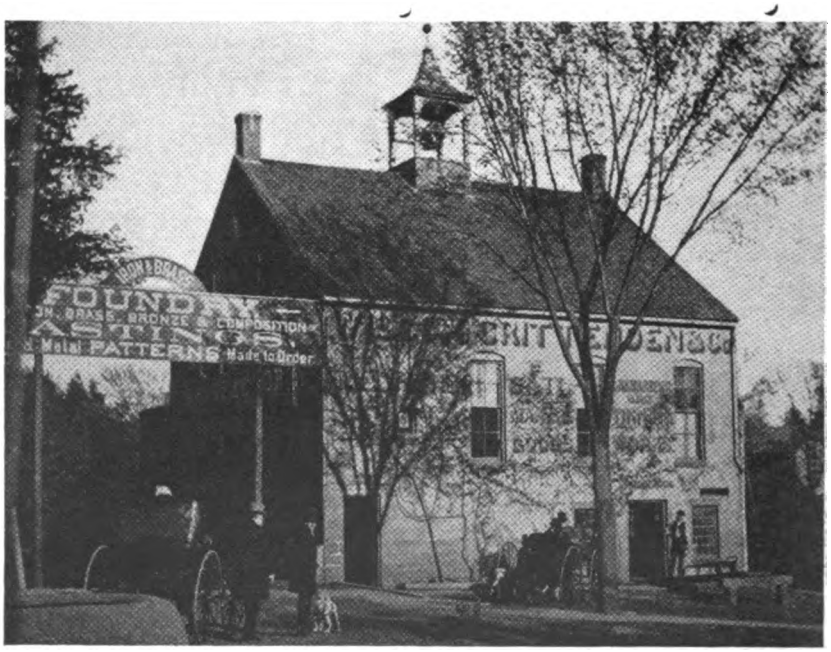
Penfield eventually withdrew from the picture, and Mr. Wilcox took on a new partner by the name of Hall. Their first catalog offered full evidence of the progress that was being made by the enterprising New Englanders, for other sailing vessel equipment items such as wrought iron clews, carlocks and blocks were listed in addition to the grommets that had started the business.

In 1869, Mr. Wilcox purchased Mr. Hall's interest and formed a new partnership with E. Bound Chaffee, Albert R. Crittenden and Homer Churchill, comprising the present firm of Wilcox, Crittenden. The plant continued to expand and was soon composed of "a large blacksmith shop, an iron and brass foundry, galvanizing and tinning departments, and an excellent machine shop of several large rooms for finishing goods."

During a period when most marine equipment was sold plain or rusty, Wilcox-Crittenden was offer-



Today's president of Wilcox, Crittenden, Phelps Ingersoll.



But in 1886 the Wilcox, Crittenden plant looked like this.

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✓ Check These Mowers

For The BIG Season Ahead



LIST

$99.50

F.O.B. Kansas City, Mo.

more

✓ **SALES**
✓ **PROFITS**
✓ **SATISFIED CUSTOMERS**

VELVA-CUT gas and electric power lawn mowers have all of the features you and your customers have wanted.

- **MAYTAG MULTI-MOTOR**—Twin cylinder gasolene engine, Precision cone friction clutch.
- **ELECTRIC MODEL**—Powered by a special precision built motor, 1/3 HP—single phase—110V 60 cycle AC. No oiling, sealed for life.
- **WIDE CUT**—Cuts 16" swath on all terrain.
- **CUTS ANYWHERE**—On sharp terraces and sloping ground—in tall or short grass or weeds—will not scalp.
- **TRIMS CLOSE**—Cuts within 1/4" of shrubs, plants, walls, etc.
- **ADJUSTABLE CUTTING HEIGHT**
- **FLOATING HANDLE**—For operators short or tall.
- **SEMI PNEUMATIC TIRES**—No pumping—easy rolling.
- **ALUMINUM BASE**—Rigid and light weight, plenty of strength to withstand hard usage plus easy handling.



LIST

$89.50

F.O.B. Kansas City, Mo.

VELVA-CUT Mowers are low priced extra profit items that you will want to handle to get your share. Liberal discounts, plus immediate delivery and sales appeal, makes VELVA-CUT a "Must" on your buying list.

Write any of the offices listed below today, for complete information.

Remember More SALES — More SATISFIED CUSTOMERS — EXTRA PROFITS

ATTENTION MANUFACTURERS' AGENTS:
Some choice VELVA-CUT territories are still open.

Manufactured by **TURPINORR MANUFACTURING CO.** Kansas City, Mo.

Eastern Representative	*Western Representative*	*Gulf States Representative*
ATLAS DISTRIBUTORS, INC.	**CARLISLE MFG. & SALES CO.**	**THE HAUGHTON COMPANY**
207 Atlantic St., Stamford, Conn.	5419 St John, Kansas City, Mo.	5139 3rd Ave. N., St. Petersburg, Fla.

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ing its iron and steel goods with a protective coating of zinc, applied by the now famous hot-dip galvanizing process!

The development of the Middletown concern is typical of New England, itself. From the one style of grommet, the W-C line has grown to include thousands of fittings for marine and industrial use. In addition to its standard lines, Wilcox-Crittenden regularly serves countless Connecticut firms, specializing in quality parts and articles made to specifications. Into the company's galvanizing plant passes a steady flow of material to be immersed in molten zinc for protection against rust.

450 Employees

According to its president, Phelps Ingersoll, the 100-year-old firm now employs on the average of 450 persons, and in addition to the thousands of marine and industrial hardware items, an extensive line of marine lights and marine plumbing fixtures is also produced at its plant for distribution throughout the entire world. The firm is justly proud of its war record, for during the Civil War, the Spanish-American War, World War I and World War II, practically all of its facilities were devoted to Navy requirements.

Always abreast of the times, Wilcox-Crittenden is constantly adding new items to its line—concentrating on quality and dependability—adhering to the policies that have been so carefully established throughout its first hundred years. It faces its second century of service with all the enthusiasm of a youthful organization! Actually, Wilcox, Crittenden & Company, Inc., of Middletown, Conn., is 100 years young.

Portland, Ore., People Watch Winks' Windows

(*Continued from page* 137)

one to point a hatchet display: "Have you got your Easter hatchet?" And again, accompanying an arrangement of a short length of stove pipe with damper: "Weather might be damp, but this is a little damper." He does not claim much originality for these signs, but knows that they coax a chuckle from the beholder and help to put him into a good buying mood.

An Interesting Display

One recent window display is of more than usual interest to Mr. Brown, showing his own invention, the "mole," a planter and transplanter. He chose the name because the tool, like the animal, works in the ground. Manufactured in Portland, it is a sturdy, trim, and workmanlike tool, comfortable to the hand, its long, sharp blade made of stainless steel, and its handle constructed of hardwood.

All Try Their Skill

Mr. Brown's time is by no means given over chiefly to display work, for Winks' is a busy establishment, keeping the owner and his staff employed practically full-time with their trade. And, with Mr. Brown's work as an example, some of the other sales people try their hand successfully with an occasional display.

Ready Appreciation

As may be expected, Mr. Brown's exhibits find ready appreciation. Customers' compliments egg him on to try for even more novel displays. A woman shut-in, whose apartment is across the street from Winks, has told him that one of her interests in life is to watch his windows, to see what he will do next.



□ □

"Good tools make good gifts" is the theme of the central display in this window. At the left is shown a symmetrical arrangement against an attractive background of green.

□ □

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FOR MORE PROFITABLE MERCHANDISING

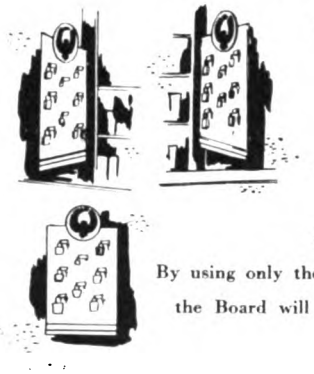
EAGLE *Presents the New Dynamic*

PADLOCK BOARD



To attract customers and keep padlock sales constantly coming your way, Eagle offers you a distinctive new type of Padlock Board. Created of metal for strength and durability and brilliantly colored in rich red, green and yellow baked enamel type finish, this sales builder combines beauty with practical utility in one of the most effective displays in Eagle history.

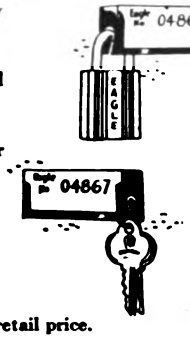
SIMPLE, FLEXIBLE MOUNTING



Two supporting brackets on each side of the Padlock Board provide for any desired mounting. Use of the brackets on either side serves as a hinge so that the Board will swing freely. By using only the top bracket on each side the Board will be held in fixed position.

UNIQUE LOCK AND KEY HOLDER

Each lock displayed is securely locked to the Board and protected by an ingenious metal holder. One end of the holder carries the lock while the other end provides a hanger for the keys. A slot on the front of the holder carries the identification tab including lock number and space for the retail price.



POPULAR LOCK ASSORTMENT

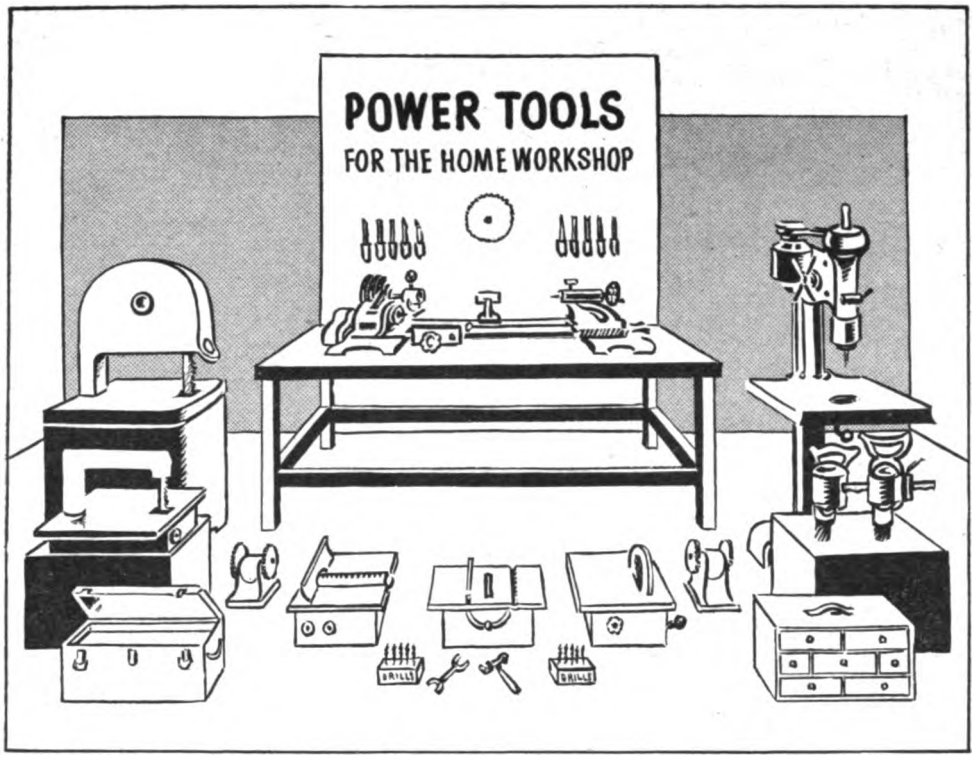


Eight standard locks ranging in size from 1 to 2 inches are included on this compact display piece. A gummed sheet with specifications on each lock is included for mounting on the back of the Padlock Board for handy reference. These popular sellers together with the colorful new Padlock Board make an outstanding merchandising combination to keep sales coming your way.

America's First Lockmakers — Since 1833

EAGLE INDUSTRIES, INC. *Subsidiary of Bowser, Inc.*
National Sales Representative of The Eagle Lock Company
110 North Franklin Street, Chicago 6, Ill.

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HOME WORKSHOP WINDOW

MERCHANDISE: Power tools such as table saws, drum sanders, drill press, band saws, jig saws, electric drills, circle saw blades, lathe, shaping tools, tool boxes, sets of drills, jointers, grinding heads.

BACKGROUND: Center panel of bright red corrugated board or painted wallboard. Side panels of bright yellow material. Cut-out letters on the center panel of bright yellow.

Show Home Workshops, Sanders, Poultry Goods Next Month

HARDWARE AGE Original Window Display IDEAS

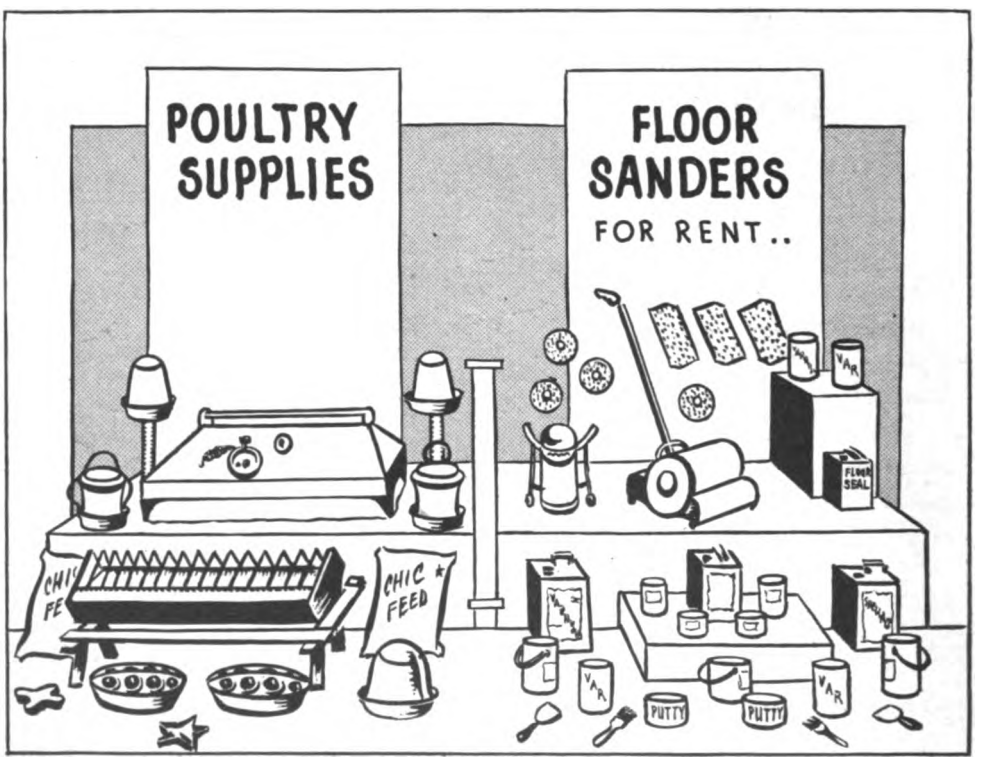
POULTRY SUPPLIES WINDOW

MERCHANDISE: Electric brooder, chick waterers in various sizes and types, chick feeders in various sizes and types, chick feed, brooder thermometers, brooder wafers, leg bands, etc.

MERCHANDISE: Floor sander, floor edger, varnish, shellac, sandpaper, floor wax, putty knives, floor scrapers, paint brushes, etc.

FLOOR SANDER WINDOW

BACKGROUND: Center panels of red corrugated board or painted wallboard. Side strips of bright yellow. Cut-out letters of bright yellow material.



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IT'S NEW! NEW! NEW!

CROSS SECTION VIEW



THE Lenk SUPER-DELUXE ELECTRIC SOLDERING IRON

A POPULAR PRICE SOLDERING IRON WITH THREE HIGH PRICE FEATURES:

- METAL-CLAD HEATING ELEMENT
- FIN-TYPE HEAT DISSIPATORS
- HEAVY DUTY RUBBER COVERED CORD

Another LENK product reaches a new high in QUALITY . . . VALUE . . . WORKMANSHIP. The special metal-clad heating element gives greater protection, assures uniform heat, adds to life of iron. Fin-type heat dissipators keep handle cool. Rugged rubber covered heavy duty service cord means long and trouble-free wear. Push the LENK SUPER-DELUXE iron and you push added profits into *your* cash register!

IT WILL PUSH YOUR *PROFITS* TO *NEW HIGHS*

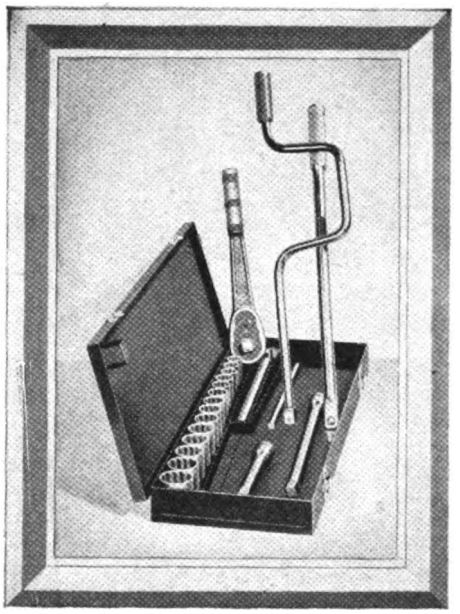
- POPULARLY PRICED
- UL & CSA APPROVED
- SWAGED TUBE
- CHROME PLATED

WRITE FOR PRICES AND COMPLETE INFORMATION—*TODAY!*

Lenk **MANUFACTURING CO.**

30-38 CUMMINGTON ST., BOSTON 15, MASS.

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A PROFIT PICTURE *you* SHOULD BE IN!

Because your stock investment, inventory and storage costs with NONE-BETTER Socket and Wrench Sets are at a minimum, your profits per sale hit a new peak! What's more, sales come thick and fast on this triple plated, handsome Chrome finished Line! Slim, tough sockets and slender drive parts make NONE-BETTER Tools today's standard for close-quarter jobs in shop, farm and home.

Attractive display boards boost your sales. Iron-clad guarantee and well-known brand name inspire customer confidence. AND the line is exclusive . . . only hardware stores sell NONE-BETTER! Order TODAY!

The new Catalog of the improved, NONE-BETTER Line is yours for the asking.



NONE BETTER Tools

sold only in the better hardware stores

THE NEW BRITAIN MACHINE CO.
NEW BRITAIN, CONN.

Nail Makers Cleared of Complicity In Feeding Gray Markets

(*Continued from page* 119)

tion, during the immediate postwar period when building requirements were expanding rapidly, nail production stood still.

Under the Wyatt subsidy incentive, monthly production hit a new peak of 81,000 tons in January of last year, hitting a low of 58,000 tons in July following earlier termination of the nail premium payments. However, in view of the difficulties met in getting steel rods, producers express doubt that continuation of subsidy payments would have increased 1947 monthly production.

On the basis of Commerce Department estimates, an increase in construction activity from $12.5 billion in 1947 to more than $15 billion in 1948, may be expected. The Department estimates that a supply of not less than 772,000 tons of nails will be needed this year for building alone. At the current annual production rate of about 815,000 tons, this would leave approximately 50,000 tons available for all other purposes. However, Commerce estimates that 200,000 tons for all "other" purposes is a conservative figure.

Integrated mills—those affiliated with the steel companies—are currently producing as a whole at about two-thirds capacity. Most non-integrated or independent mills say that they are not doing as well.

According to the best available figures, the 12 major integrated steel producers and seven major independent nail producers control 3600 nail-making machines having a monthly rated capacity of 98,000 tons as against the 1947 output of 67,000.

The Question

Thus, with the government forecasting a million-ton requirement for 1948, the question facing industry is not more capacity but how may the production rate be stepped up to meet expected demand. All producers, integrated and non-integrated, say they would like to run closer to capacity production, although they claim their profit margin has been greatly reduced by higher operating costs. They cite as their greatest obstacle the difficulty in getting steel.

This does not mean that the nail producers are getting less than a fair share of steel now being produced; caught in the same squeeze resulting from more demand than supply, the steel companies allot shipments of steel to the various industries on a historical basis—that is, on the percentages purchased by each industry in the prewar period.

Added Complication

Further complicating the situation is the fact that although operating below capacity, nail producers are still turning out their product at rates ranging from 17 per cent to 47 per cent above 1940 production when the total reached 641,000 tons. The peak year was 1943 when the mills reached a rate of 849,000 tons.

It has been proposed that the housing needs might be relieved by concentrating production for any 90-day period upon 60 standardized types and sizes most commonly used in home construction. At present, nail mills are turning out 125 or more different kind of nails, some of which were said to be in long supply in most areas. This was given the cold shoulder by nail producers who say that because of technical difficulties this would not be feasible.

However, nail manufacturers voluntarily agreed to take all possible steps to bring building type nail machines into fuller production. If more steel rods could be obtained, they said, perhaps such equipment could be put on a three-shift, five-day week basis.

Senator Flanders contends that this is possible if steel-makers would make a slight switch in allocation of steel in favor of the nail producers. He holds that the quantity involved in raising production from the current 67,000 tons monthly to nearer the rated 98,000 ton capacity is so small as to cause only a "negligible" im-

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pact on the other steel consumers.

The steel industry has been cold to this proposal. It looks askance at any proposition which tends to disturb the present voluntary quota system. Any attempt, no matter how slight, to change the pattern would be felt throughout the whole metalworking industry, they say.

In view of the varied considerations, it would appear to be a foregone conclusion that little will be done toward increasing production until after Congress has acted upon the President's request for mandatory allocation powers. Should these be given him, the outlook for increased steel supplies for nail-making would be much brighter, since he or the agency designated would have the power to channel steel to nail producers under the "critical" item category.

What It Takes to Be a Retailer

"WHAT opportunities are there for me in the retailing field?"

Because of a demand for an answer to this question, the National Chamber's Domestic Distribution Department has prepared a booklet entitled *What It Takes to Be a Retailer.*

Originally written during the war in answer to many inquiries from individuals in the armed forces, the document has been revised to serve as a source of information and counsel to all individuals contemplating establishment of their own retail businesses.

Reprinted By Army

Approximately 50,000 copies of the original booklet were distributed to local chambers, trade associations, retail merchants groups, libraries, universities, and businessmen, as well as the army, which reproduced it for servicemen.

The publication takes the prospective retailer through successive processes of starting up in business, discussing briefly such subjects as aptitudes, capital, knowledge, location, the store building, stock and fixtures, store records, management, and business ethics.

The booklet is of business envelope size and is available in quantities at 10 cents each from the Distribution Department.

—*Business Action.*

STOVE BOLTS

FOR FLAT HEAD SPECIFY FS GROUP
FOR ROUND HEAD SPECIFY RS GROUP

- ELECTRO GALVANIZED
- NUTS ARE ATTACHED
- PRICES AND SIZES CLEARLY MARKED
- ALWAYS NEAT AND IN PLACE

40 SIZES
1633 PIECES
ALL IN ONE FOOT OF SPACE!



Each Group Consists of:
1—731 1/8" Assortment 1/8" & 5/32" dia. from 1/2" to 2" long
1—394 3/16" Assortment 3/16" dia. from 1/2" to 3" long
1—269 1/4" Assortment 1/4" dia. from 1/2" to 3" long
1—143 5/16" Assortment 5/16" dia. from 3/4" to 3" long
1—96 3/8" Assortment 3/8" dia. from 3/4" to 3" long

Sharon Bolt and Screw Co.
Boston, Mass.

INSURE PROFITS!
SELL National GARAGE TOOLS
"Tough Tools for Tough Jobs"



No. U-162 TUBE FLARING TOOL WITH COMPRESSOR

A completely new flaring die and compressor attachment, designed to do the job neatly and completely without the removal of tubing from equipment. The hinged die permits rapid application even in the most inconvenient places. This new design allows increased tube capacity up to 5/8" and has an extension allowing it to be clamped in vise for work-bench operation. Bright cadmium finish.



No. U-429 COPPER TUBE CUTTER AND REAMER

An unusually light, compact tubing cutter which fits neatly in the palm of the hand. Easily adjusted this tool can be turned with one finger, cutting the tube with a minimum of time and effort. The hardened cutting wheel is replaceable.

Tools made by NATIONAL are designed and engineered by men who know special tools for special jobs. NATIONAL tools are not "theoretical fancies" from drawing boards . . . they are "practical and rugged"—guaranteed to do the job for which they were created. They sell, too—and profitably, even though they're surprisingly low priced.

The items displayed are only two of the many fine tools that carry the NATIONAL name . . . For further information write, wire or phone

National Machine & Tool Co., Inc.
Jackson Michigan U.S.A.

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Pricing Merchandise Properly

How to figure selling prices — the difference between mark-up and margin—figuring margin.

SELLING the right merchandise at the right prices brings customers into the store and makes the retailer a profit. If prices are too high, people will not buy. If prices are too low, they will buy, but the merchant will lose his profit. When merchandise does not sell, prices must be marked down. Mark-downs usually result in losses; at least they always result in less profit.

To understand the importance of proper pricing, it is necessary to know the exact meaning of certain words and phrases.

Things You Must Know

Net profit is the amount of money the business earns, the amount that is left, over and above all costs and expenses (including owner's salary). It is not what the owner gets out of the business but what the business earns.

Selling price is the price which should pay the cost of merchandise and all operating expenses and yield the desired net profit.

Operating expenses are the amounts paid out for any and all expenses incurred in operating a business. These do not include the cost of merchandise.

Margin, or gross profit, is the sum of operating expenses and net profit (or loss). It is the "spread" between the cost of merchandising and selling price.

Mark-up is the percentage by which the cost of an article is multiplied to get the amount which, when added to the cost of merchandise, gives the selling price.

Sales, not cost of merchandise, is the proper basis for figuring selling prices. A merchant who has been in business a year or longer uses his past sales experience as a basis for estimating future business. If he is starting in business, he estimates his sales for the first year as carefully as he can. In either case, when he knows his expected sales, he figures operating expenses required for that volume of business and adds the net profit he wishes the business to earn.

For example, if sales are $50,000; operating expenses $7,500; desired net profit, 5 per cent of sales, or $2,500, how much must be added to the cost of goods?

First, add the operating expenses to the desired net profit to get the margin (or gross profit):

To.....$7,500 Operating expenses
Add 2,500 Net profit

$10,000 Margin

Next, it is necessary to find out what percentage margin is of sales. Dividing margin, which is $10,000, by sales, which are $50,000, gives 20 per cent margin. This shows that in order to cover operating expenses and earn a net profit of 5 per cent, this business must operate on a 20 per cent margin. This means that the cost of merchandise can be no more than 80 per cent of the selling price.

Next, it is necessary to know what mark-up will give 20 per cent margin. Right here is where many merchants go wrong. They assume that the percentage of margin and mark-up are the same. This confusion is not strange because margin and mark-up are identical in dollars. But in percentages they are different. Both represent the difference between cost of merchandise and selling price. However, margin is a percentage of sales, while mark-up is a percentage of cost of merchandise.

Many a business fails to make a profit because its owner figures his percentage of margin on the cost of his goods and adds this amount to the cost price. This results in his selling his goods at a loss.

Here's an example that shows what happens when margin and mark-up are confused. Suppose an article costs the store $1.20 and you want to make a gross profit of 20 per cent.

Multiply..$1.20 Cost
By..... .20 Per cent representing margin

.2400
To....$1.20 Cost
Add .. .24

$1.44 Selling price

This may seem right, but work it backward, remembering that what you are after is a 20 per cent margin on sales:

Multiply..$1.44 Selling price
By..... .20 Per cent

.2880 (or $.29) Margin
From.....$1.44 Selling price
Subtract.. .29 Margin

$1.15 (which is 5 cents less than the $1.20 cost)

Something Wrong

Obviously something is wrong. Notice that 20 per cent of the selling price gives 29 cents as the difference between cost and selling price and that 20 per cent of the cost price gives only 24 cents. This difference of 5 cents on every $1.50 (approximately) worth of merchandise sold would mean a loss of about $1,700 on a yearly business of $50,000. It would almost wipe out the desired net profit of $2,500. Many merchants fail to make a profit because they figure their selling prices this wrong way.

The simplest way to figure mark-up is by means of a mark-up table, such as is shown on page 178.

Suppose that an article costs $1.20. Margin required is 20 per cent. Refer to the Mark-up Table. Find 20 per cent in the margin column. The percentage in the corresponding mark-up column is 25 per cent. To get the right sell-

(Condensed from "Pricing Merchandise Properly" one of 17 booklets making up the handbook *Better Retailing*, published by the National Cash Register Co., Dayton, Ohio.)

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for COLORFUL TRADEMARKS
TRUCK LETTERING • PICTORIALS
PRODUCT DECORATIONS



MEYERCORD DECALS

WINDOW SIGNS • VALANCES



COLORFUL DECAL SPOT WINDOW SIGNS SPUR SALES AT POINT-OF-PURCHASE

Meyercord Decal signs do a colorful selling job on dealer store windows, back-bars, mirrors, counters and doors. They're durable, washable and can be produced in any colors or size. Write for brochure illustrating use of Decal Signs.

DECALS OFFER DURABLE LOW-COST IDENTIFICATION

Decal trademarks, operating instructions, patent data, etc., are easily and quickly applied on any commercial surface—in any colors or size desired. Simple Meyercord adhesive methods are adaptable to high speed production lines. Free technical service on request.



Every Business Can Use Meyercord Decals



TRUCK DECALS CONVERT "COST-FREE" PANEL SPACE OVERNIGHT INTO MOBILE BILLBOARDS

Economical for a dozen trucks or a thousand! Overnight application saves out-of-service loss. Investigate the advertising value of Meyercord's weather-tested, durable Truck Decals. Write for brochure.



COLORFUL DECAL DECORATIONS STEP-UP PRODUCT EYE APPEAL

Hundreds of stock designs are available. Exclusive designs on request. Easily applied at a fraction of hand-painting time and cost on wood, metal, plastic or glass. Washable. Durable. Write for free decorating information.



ADVERTISERS! FLEET OWNERS!

A limited supply of these Meyercord Decal Window Sign and Truck Decal full-color brochures are available free to executives concerned with advertising and fleet operation. They show how and where to use Decals. Mention brochure desired when writing. Company letterheads, please. Address Department 11-1.

Founder-Member Lithographic Technical Foundation

The MEYERCORD Co.
World's Largest Decal Manufacturer
5323 W. LAKE ST. - - - - - - - - - - CHICAGO 44, ILL.

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MARK-UP TABLE

Margin (Percent of selling price)	Mark-up Percent on cost)	Margin (Percent of selling price)	Mark-up (Percent on cost)
4.8	5.0	25.0	33.3
5.0	5.3	26.0	35.0
6.0	6.4	27.0	37.0
7.0	7.5	27.3	37.5
8.0	8.7	28.0	39.0
9.0	10.0	28.5	40.0
10.0	11.1	29.0	40.9
10.7	12.0	30.0	42.9
11.0	12.4	31.0	45.0
11.1	12.5	32.0	47.1
12.0	13.6	33.3	50.0
12.5	14.3	34.0	51.5
13.0	15.0	35.0	53.9
14.0	16.3	35.5	55.0
15.0	17.7	36.0	56.3
16.0	19.1	37.0	58.8
16.7	20.0	37.5	60.0
17.0	20.5	38.0	61.3
17.5	21.2	39.0	64.0
18.0	22.0	39.5	65.5
18.5	22.7	40.0	66.7
19.0	23.5	41.0	70.0
20.0	25.0	42.0	72.4
21.0	26.6	42.8	75.0
22.0	28.2	44.4	80.0
22.5	29.0	46.1	85.0
23.0	29.9	47.5	90.0
23.1	30.0	48.7	95.0
24.0	31.6	50.0	100.0

ing price, multiply the cost, $1.20, by 25 per cent mark-up:

Multiply..$1.20 Cost
By..... .25 Per cent of mark-up (not margin)

$.3000 Margin
To....$1.20 Cost
Add .. .30 Margin

$1.50 Selling price

Remember these rules: *Margin* is figured on the *selling price;* mark-up is figured on the *cost.*

Care must be taken to see that all operating expenses are included, as well as net profit, when figuring margin. When all expenses are not included, the merchant loses money. It should also be remembered that net profit is over and above the salary the merchant is entitled to receive as manager and salesperson. His salary should be the same as he would receive for managing a store for a stranger. Profit is earned by the business as a reward for the risk that is incurred.

1. Rent (or if the property is owned by the merchant, the amount of rent he could obtain for the store from someone else).

2. Interest on the investment at 6 per cent. Capital invested in merchandise, cash used in operating the business, accounts receivable, furniture and fixtures, and delivery equipment minus amounts owed on accounts and contracts payable.)

3. Salaries including the merchant's. (He should pay himself at least as much as he could get if he managed a similar store belonging to someone else.)

4. Depreciation on furniture, fixtures, delivery equipment, etc.

5. Taxes.

6. Bad accounts and collection expenses.

7. An allowance for shrinkage due to theft, spoilage, breakage, etc.

8. An allowance for mark-downs due to style changes, multiple-item sales, etc.

9. Stationery, bags, paper, twine, and other wrapping materials.

10. Advertising.

11. Delivery costs.

12. Heat, light, water, power, and ice.

13. Donations.

14. Insurance.

15. Repairs and painting (except on building).

16. Interest paid on money borrowed.

17. Telephone and telegraph.

18. Miscellaneous and unclassified expenses.

19. Net Profit (figured on sales).

By mark-down is meant "any reduction from the original selling price." Some mark-downs cannot be anticipated, because of sudden changes in style or bad weather. But most are due to errors of judgment and unwise buying resulting from lack of knowledge of consumer demand and failure to keep accurate records of sales from season to season. Competition often makes mark-downs necessary to bring prices into line, but poor merchandising rather than competition is responsible for many mark-downs.

Mark-downs are not usually thought of as expenses; yet they actually are and should be so regarded. Mark-downs are accounted for by:

1. Unwise buying due to: (a) Buying too much, (b) too many brands, (c) too many of a certain size or type, (d too many varieties of the same kind of merchandise.

2. Swift style changes, unseasonable weather, and trends that no one can foretell.

3. Soiled, shopworn, and faded goods used for displays.

4. Broken lots, odds and ends, odd sizes that are always left at the end of each season.

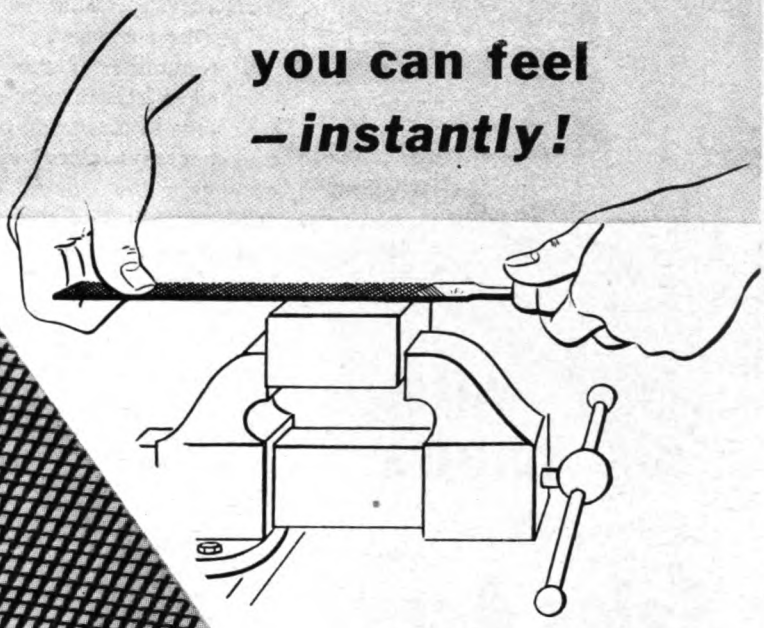
Of these reasons, the first, overstocking, accounts for approximately 50 per cent of all mark-downs.

Merchandise is of value only when it moves; it is of little or no value when it stays on the shelves. When goods do not move, a mark-down must be taken. If the mark-down price does not move the items, they must be remarked until they are moved from the shelves, whatever the price.

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CUTTING POWER

you can feel —*instantly!*



Try a few strokes with a Heller NUCUT "Wavy-Teeth" File. At once you detect a marked difference in its "feel." You find, too, you're removing more metal faster, with less effort. That's NUCUT cutting power—at work!

Two sets of teeth act together in a Heller NUCUT. The coarse teeth cut deep . . . the fine teeth level smooth . . . without clogging, skidding, scraping. Result: one stroke does the work of two.

Heller NUCUTS—identified by the White Tang—are made for practically every filing job. Your jobber will gladly suggest the shapes, cuts and sizes that will serve your customers' needs best.

HELLER BROTHERS COMPANY

Newark, New Jersey

Newcomerstown, Ohio

America's Oldest GOOD TOOLS SINCE 1836 *File Manufacturers*

HELLER NUCUT PATENTED

Look for the File with the WHITE TANG

HELLER NUCUT "WAVY-TEETH" FILES

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PLAN to display Trump Garden Tools on your counter. They sell themselves. Gardening enthusiasts like their cheery, bright green enamel finish . . . the feel of their smooth hardwood handles. Trump Garden Tools are uniform in quality—made of new, mill-run steel exclusively. No scrap. Packed three tools in a neat, attractive box. Trowel, fork, cultivator and transplanter may be purchased separately. Ask your jobber for Trump.

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA.

TRUMP
Garden Tools

Make Your Classified Ads Pay!

(*Continued from page* 127)

eye advantages). The fame of the radio's manufacturer will be cited as a reason why the radio will give maximum enjoyment and long-term service. That is what interests the customer.

The number of tubes will be cited as a reason why programs will come in clear and true. The customer wants clarity and fidelity of tone so that he will enjoy the radio more, rather than merely a certain number of a particular kind of tube.

The design of the radio will be used as a reason why he gets an extra advantage—good looks—as well as top enjoyment. An extra advantage *for him* will help to sell more radios. Mere design will not.

Watch the Paper

Every *sales* pointer of the merchandise should be turned into a *buy* pointer. The fourth thing-to-watch is the paper which carries your advertising. Many hardware dealers mistakenly choose the newspaper that has the least amount of advertising as the one in which to run their advertisements. They do this with both classified and regular display advertising, on the theory that other ads compete for attention with theirs, thus reducing the readership and lowering results.

As a theory, that may sound logical. But it does not work out in practice. Here is what one successful user of classified advertising points out:

"When we first began advertising, I had such an idea myself—that the fewer the competing advertisements, the more my own ads would pull. I held the idea for a long time. I gave it up when I discovered that our volume did not compare favorably with other dealers, and that the increase we were enjoying due to wartime prosperity was considerably lower than that of our competitors'.

"At first, I wondered whether advertising itself paid — because my own did not. Then I realized it was a mistake to condemn a proven selling tool of such massive proportions as advertising merely because my store's advertising was not producing results.

"Finally, a friend who is an advertising man tipped me off. 'Do you know what a professional ad man would do if he were just arriving in a strange city and wanted to determine the best newspaper for producing results?', he asked me. 'This is what he would do: He would look at the classified pages. The paper which carries the greatest volume of classified ads is almost always the best for both classified and display results. You can't count on it every time, but it's a good rule in nine cases out of 10.'

"From him, I learned several other things about advertising. One is that the medium with the most advertising carries a heavy volume because it delivers heavy results, and the advertisers whose many insertions compete with one another for the readers' attention would not be spending money if they did not see sales in return—sales that come in regardless of the competition.

"Another thing I learned about how to use classified advertising for results is that if your advertisement is well worded, if you're selling something the customer wants at a price which compares well with that of other stores, and if you slant your appeals skillfully, your advertisement will be read even if a thousand others surround it."

Read at Leisure

Since classified advertising is set apart from the rest of the paper, it is usually read during spare time. Housewives read it between their household chores. Business men read it on the way to work or at lunch. Classified advertising is leisure-time reading matter.

For this reason, your classified advertisements will pull strongest if you insert them at a time when the newspaper readers have the greatest leisure time for reading. Sunday newspaper insertions will

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A New Vernontown First in Stainless Steel Trowels

- ALL SIZES—ALL PATTERNS
- AS LIGHT AS 10 OZ.
- GENUINE ALLEGHENY LUDLUM STEEL
- NO RIVETS—NO CASTINGS
- RUSTPROOF—SELF-CLEANING
- GREATER STRENGTH · LONGER WEAR



AND

THE ONLY SOURCE FOR A COMPLETE LINE OF MASONS TOOLS IN HIGH TENSILE STAINLESS TOOL STEEL FOR THE MASTER CRAFTSMAN.

Superior tools priced to compete with ordinary tools.

UNCONDITIONALLY GUARANTEED

Sold solely through recognized wholesalers

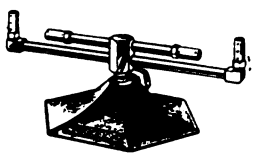
METEX CORP., 338 West Lincoln Ave.
Mount Vernon, N. Y.

BRICK-POINTING - FINISHING - CEMENT - MARGIN - DARBIES - HAWKS - FLOATS

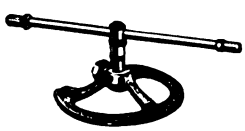
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RETAILERS: Make more money from your lawn sprinkler sales this year. Sell the New HUBBARD SPRINKLERS!



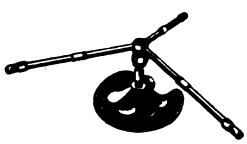
Model B $3.25
Non-rotating Boulevard Sprinkler



Model C $3.65
Popular Priced Lawn and Boulevard Sprinkler



Model D $4.98
"Ball Bearing" Lawn Sprinkler—Our Most Popular Seller



Model F $7.85
"Ball Bearing" Sprinkler for Larger Lawns

HUBBARD SPRINKLERS ARE EASIER TO SELL

More fast selling design and performance features make it easier to sell HUBBARD Sprinklers. These features plus dealer sales and display helps assure a fast turn-over. Just a spin of the rotating arm, and your customer knows that the operation will be smooth and quiet.

With stainless steel water lubricated ball bearing mounting, the HUBBARD Sprinkler spins merrily along, even when water pressures are low and other sprinklers stop. The HUBBARD Sprinkler will operate on only 2 lbs. of water pressure. This is important during heavy watering periods.

Scientifically designed nozzles sprinkle water evenly and gently like the rain. No puddles . . no wasted water. Saturates the lawn properly. Pays for itself by cutting water bills. Does what a lawn sprinkler should do!

Waters from 2' to 80' without moving, depending upon model, by a simple adjustment of the water faucet.

EACH SALE BUILDS A SALE

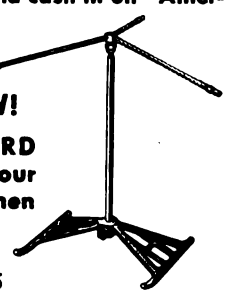
Rugged long life construction assures genuine customer satisfaction. Each sale will build sales when your customer tells his friends about his new HUBBARD Sprinkler!

LARGE PROFITS FROM EACH SALE

HUBBARD Sprinklers sell for $3.25 to $9.95. Each sale nets you a big profit. Customer satisfaction and dealer helps increase your sales and your profits. Plan now to sell HUBBARD Sprinklers this year and cash in on "America's Finest Line of Lawn Sprinklers"

PLACE YOUR ORDER NOW!

Place your order for HUBBARD Sprinklers now and have your sprinklers ready for display when the watering season arrives.



Model G $9.95
"Ball Bearing", for Golf Course Greens, Estates, etc.

HUBBARD MANUFACTURING CO.
1014 MARQUETTE AVENUE • MINNEAPOLIS 2, MINNESOTA

outpull insertions on other days, often by so much that the added cost of Sunday wordage is offset two and three times by increased sales. Saturday is also a "leisure" day, although not to so great a degree as Sunday, but Saturday ads are not recommended. The time lag of Saturday-to-Monday which elapses between reading the advertisement and acting upon it is too great.

These Ideas Get Results

Here are some miscellaneous ideas found effective by successful hardware dealers for pepping up the sellability of classified advertising:

1. *Write the copy long, then cut it to the bone.* In the first draft, include every point that comes to your mind. Then the copy can be cut and re-cut until no word remains that does not contribute heavily to producing sales. In the process, whole arguments that look weak when compared with the major "buy pointers" can be eliminated.

2. *Always give your store address and name.* Advertisers report that the blind ad can never approach the address ad in results. A blind ad is one that gives only a box number or a telephone. The store name and address should always be given and, if telephone orders are desired, the telephone number as well.

3. *Put the selling punch into the first line of the ad.* This line is the classified advertisements' headline. It must also stop the reader, a job done in display ads by the heading and illustration combined. In going over the first draft of the selling copy in order to boil it down, pick out the strongest selling argument and feature this in the first line. Be sure it is one that ties in with the reader's-eye view of things—the advantages he will reap by purchasing your merchandise.

4. *Be brief, but tell the whole story.* It is better to write 50 words, if 50 words are needed to tell the entire message, than to cut the copy to 25 words — and tell only half of your sales story.

5. *Low - priced merchandise,*

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traffic items, and repair services make ideal classified advertising offers. These bring a number of customers into your store. Once in, they often see, like, and buy other merchandise.

6. *Remember that the reader is looking for your ad when you run it on the classified pages.* There is no need to be coy, no need to arouse his curiosity before proceeding to sell him; the ad's message should be straight selling.

Hotpoint Sponsors Kitchen Planning Schools

A SERIES of kitchen planning schools, at which dealers and distributors work with drawing kits and plastic appliance models to develop "Personalized" electric kitchen installations, was recently sponsored by Hotpoint, Inc., Chicago. These schools were designed to amplify the course which was held a year ago. Each school session was limited to 25 students so that each could be given maximum individual attention.

The majority of those who attended previously have set up their own kitchen planning departments, according to L. C. Truesdell, vice-president of marketing. The objectives of the school are measuring and gathering information and teaching basic and advanced techniques of planning and instruction in the practical aspects of kitchen installations. At the final meeting of each school those attending are shown three walls of a dummy room from which they are asked to develop a complete kitchen. The students took their own measurements and then designed an appropriate installation. The final step consists of moving actual appliances into the dummy room and arranging them according to a plan.

Hotpoint will follow up the school courses with a monthly bulletin issued by the kitchen planning department containing courses in digest form for those who were unable to attend the sessions. Commenting on the kind of instruction included in the school courses H. C. Doss, manager of kitchen sales and director of the courses, stated that it was designed to overcome a tendency to forget the personal touches such as color, that are necessary in kitchen arrangements. He added that each design is made to suit the taste and personality of the homemaker.

Best way to get supplies fast



Air Express is the fastest possible way to get the supplies and equipment you need. That's because your shipments go on *every* flight of all the Scheduled Airlines. No waiting around. And Air Express packages are picked up and delivered right to your door at no extra cost.

This speedy service helps your business *keep moving* — lets you serve your customers better. Coast-to-coast delivery overnight is now routine. And with *low* rates, there's profit for you in Air Express. Use it regularly!

Specify Air Express-World's Fastest Shipping Method

- Low rates — special pick-up and delivery in principal U. S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-Rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

True case history: Electric switches located in Tulsa, Okla., were wanted in Newark, N. J., to complete equipment and fulfill contract date. **21½** lb. package picked up the 17th at 5:05 P.M., delivered 3:35 A.M., just 10 hours later. **1239** miles, Air Express charge only **$8.10.** Other weights, any distance, similarly inexpensive and *fast.* Just 'phone your local Air Express Division, Railway Express Agency for fast shipping action.

AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND

THE SCHEDULED AIRLINES OF THE UNITED STATES

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These Ideas Brought Customers To Towns And Stores



Any event that brings people to a town also brings potential customers to the stores of that town. Here are some promotions that produced the desired result

ANY type of promotion that succeeds in bringing people into a town invariably succeeds in bringing customers to its stores. Every promotion is a potential builder of store traffic and sales and, as such, is a valuable asset to the merchants of that community. Here are a number of promotions that got results and helped put added profits into local stores.

Pre-School Theater Party

The retail division of the Waukesha, Wis., Chamber of Commerce sponsors an annual theater party on the Saturday preceding the opening of schools. Tickets are given out to all shoppers in the Waukesha retail area. These tickets entitle the children to admission to either of the three theaters in the city for either the 9 a.m. or the 11 a.m. show. Free balloons are given out.

While the children are at the show the parents from more than a dozen surrounding towns do additional shopping. The retail area extends for more than 15 miles from each direction from Waukesha and the two showings are shown to more than 14,000 youngsters.

* * *

Shopper's Haven

The trade promotion committee of the Meridian, Miss., Chamber of Commerce recently acted to set up a shopper's haven in that city. The object of the project is to make Meridian a more desirable place for shoppers from out of town.

Comfortable seats, clean rest rooms and a nursery for out-of-town mothers are part of the project. A full time attendant will be in charge to help make Meridian's guests more favorably inclined to look on this city as their best bet for shopping. Information will be made available on an impartial basis concerning local business and a personal shoppers' service will be provided.

* * *

Farmer's Night

The Kiwanis Club of Burlington, Wis., holds an annual farmer's night at which merchants of that town bring farmers of the area as a guest. Outstanding speakers are obtained for this annual event which is held in the fall and is looked forward to by both farmer and merchant.

* * *

Community Planning Conference

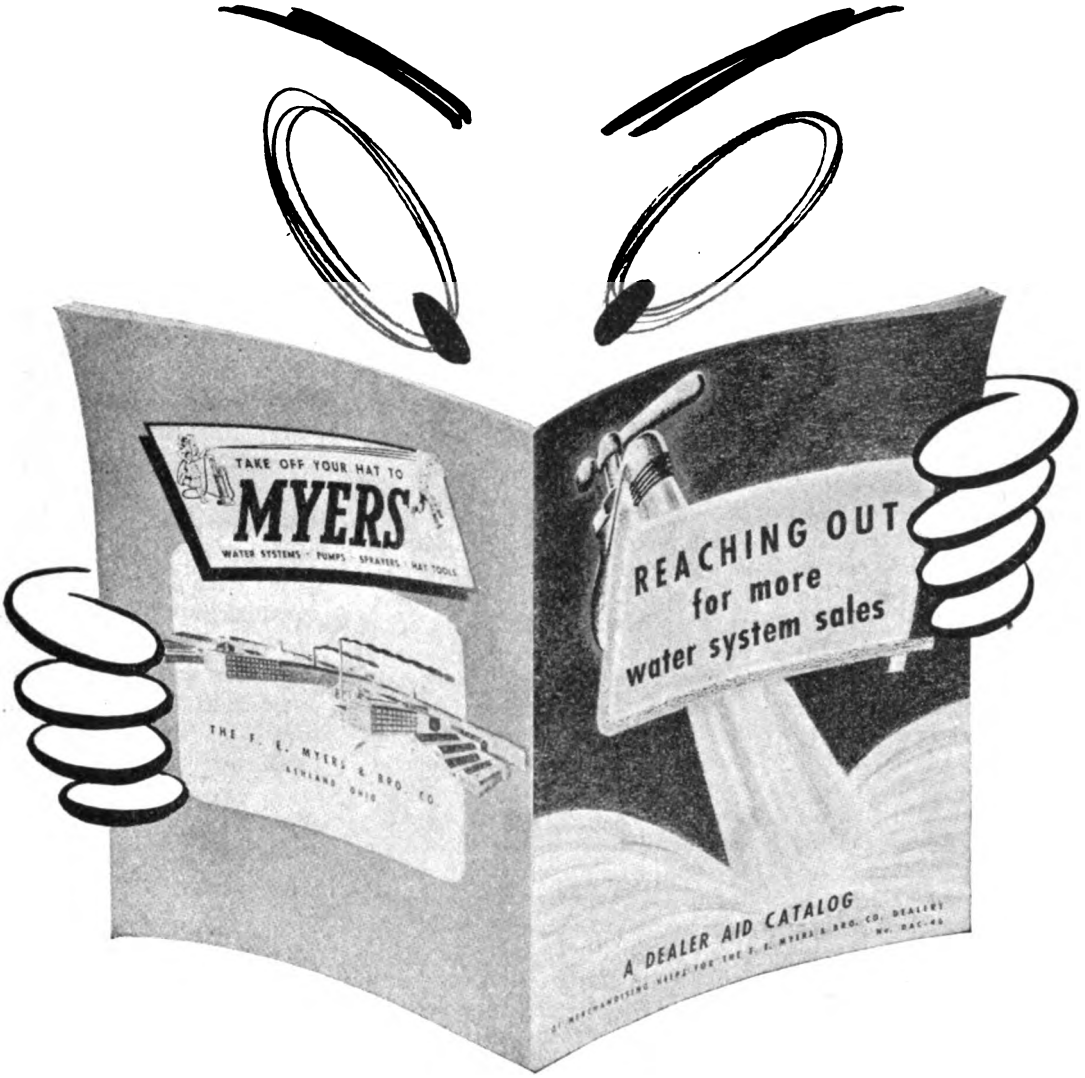
The Columbus, Ind., Commercial Club was host, recently, to members from 18 counties at a community planning conference. Methods of making towns better trading centers were featured.

* * *

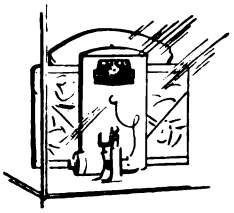
Rural Neighbor Day

In May of each year the merchants of Clintonville, Wis., including the following hardware

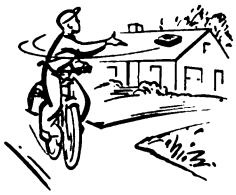
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IT'S PLANNING TIME FOR ED



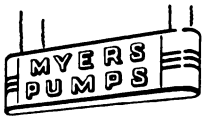
Window Displays



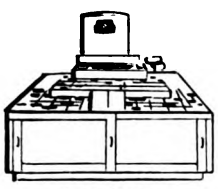
Newspaper Advertising



Outdoor Signs



Indoor Signs



Store Displays



Direct Mail Advertising

A MESSAGE TO MYERS DEALERS:

Edw. Abernathy, typical of successful Myers Dealers, is reading the literature he enjoys most at this time of year. He's looking for selling ideas, planning his advertising and figuring on store improvements — getting ready to sell more Myers Pumps and Water Systems next spring and summer than he ever did before.

Ed knows that expanded production in the new plant addition at Myers will give him more merchandise to sell. He knows that Myers national advertising is bigger and better in 1948 — more intensive — more ads in more magazines — will stir up more prospects in his community. He is going to make sure they know who he is, and where he is, and what he sells. It's planning time for Ed — and for every Myers Dealer.

THE F. E. MYERS & BRO. CO.

Dept. M-42, Ashland, Ohio



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stores: Siever's Hardware, Weller's Hardware, and Lendved Hardware, sponsor a Rural Neighbor Day on which the merchants offer special bargains to rural shoppers.

In addition, a farm program is sponsored by the chamber of commerce at the local high school at which leading dairy and farm speakers from the College of Agriculture take part. A musical program is furnished by the high school band. Special programs for township officials and children of the rural schools are conducted in the armory. The entire program is designed so that it terminates early in the afternoon in order to allow the farmers and others to get home early for their chores. Each year the Rural Neighbor Day becomes a bigger affair at Clintonville. A cafeteria luncheon is served at noon.

* * *

States Festival

St. Petersburg, Fla., stages an annual Festival of States in honor of the many tourists who spend the winter in that city. The week-long program is concluded with an hour-long parade. Some years floats from each state are entered, while other years only one float is made up, on which ride the beauty queen from each of the states represented by tourists in the city at the time. Another feature of the festival is the kiddies' parade. In addition to the floats of states, entries from nearby towns are entered as well as bands, musical and civic organizations. Interest in this colorful annual event attracts persons to St. Petersburg from a large area.

* * *

To Promote Vineyards

Twelve members of the Norman, Okla., Chamber of Commerce recently visited industries, poultry farms and vineyards in Arkansas. The trip took a week. The study was to determine methods which can be used as experiments in poultry raising, berry culture and vineyard cultivation in the Norman area to promote year round wealth in that trade center.

* * *

Friendship Dance

The Chamber of Commerce of Hamilton, Ind., conducts buffet suppers and dances to welcome newcomers to that city. The events give an opportunity to the people of that city to become acquainted with the newcomers to the city, and for the newcomers to become acquainted with the people of Hamilton.

* * *

Tulip Festival

For the 15th year and the first since 1942, the merchants of Holland, Mich., last year staged their national famous tulip festival which attracts thousands from all parts of the country. The maker

Sheet Metal Workers' Invention Conserves Space, Saves Time

THE sheet metal shop of the Alliance Hardware is as large or larger than the average, occupying most of the sixth floor of the large Alliance, O., hardware firm's building. Nevertheless, workmen in the shop often had to interrupt each other with jobs at the large workbench which extends the length of the shop along one wall.

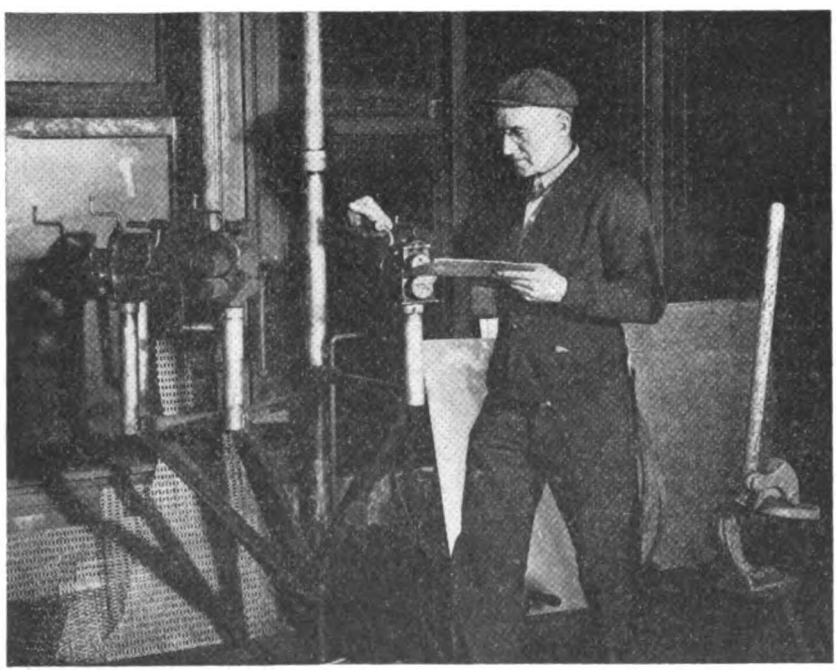
This problem inspired Floyd Vogt, one of the workmen, to do something about it. His invention, shown here, has proven most adequate. It can be duplicated at small expense and adapted to the needs of any sheet metal shop.

Five sheet metal-working tools, a crimper, burr machine, thick edger, a double edger and a swedge, were welded to 1½-in. angle iron frames which revolve around a 2-in. pipe standard. These tools pivot easily and while one is in use the other four are pushed out of the way. This makes it possible for the workman to do one operation after another without moving from the spot.

An 8-ft. sheet can be handled without difficulty and without the effort it would take to move it back and forth between tools if they were fixed to benches in the usual way.

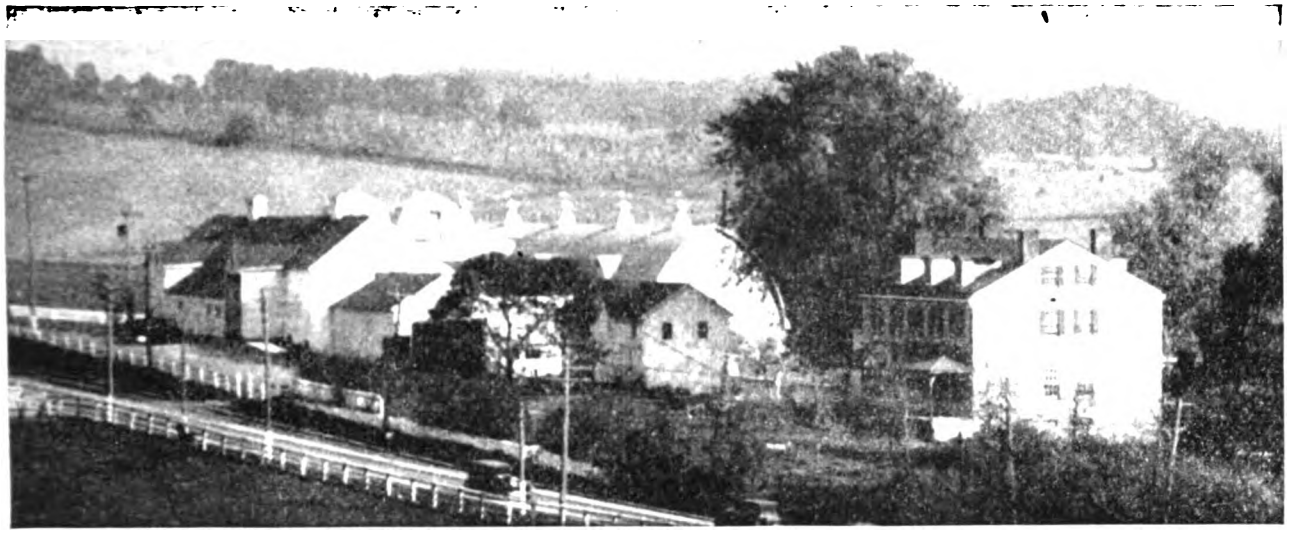
The inventor, Mr. Vogt, rejoined the Alliance firm after Army service in World War II. He had previously worked in the same shop for more than ten years and learned his trade under Elmer E. Crumrine, superintendent of the sheet metal department, who has worked in the Alliance hardware firm's metal shop for 40 years.

This hardware firm is equipped to handle any sort of a sheet metal job, large or small. This fact is pretty well known in the Alliance section, and as a result the firm has more sheet metal contract work than it can handle. A considerable amount of this work is with industrial concerns.



Elmer E. Crumrine, superintendent of the sheet metal department of the Alliance Hardware, Alliance, Ohio, is shown using one of five metal working tools which swivel about on a 2-in. standard. A locking pin holds any one of the tools in a working position.

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Wherever swinging doors are used

National HINGES ☆ ☆ ☆ WILL SERVE BEST!



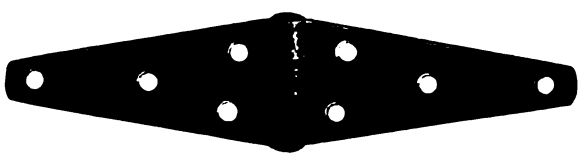
Light "T" Hinge



Extra Heavy "T" Hinge



Light Strap Hinge



Heavy Strap Hinge

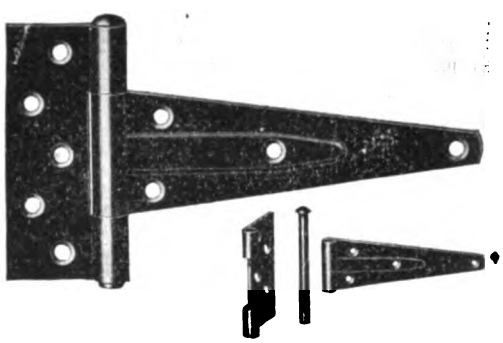
PRACTICALLY every type of building project calls for door hinges and this particular hardware product has the distinction of leading in the popularity poll.

Naturally when a product is in such wide use, the demands of the trade call for a wide variety of sizes and styles to meet specific building requirements.

We know dealers will appreciate the exceptionally extensive assortment of hinges embraced in the National line. There is a uniformity of quality in these hinges. These features will demonstrate to your trade how precision in manufacture and assembly assures smooth, friction-free door manipulation.

Leading architects and builders specify National Hinges — proved best through years of actual service.





No. 840 Reversible "T" Hinge

NATIONAL MANUFACTURING COMPANY STERLING ILLINOIS

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of wooden shoes plied his trade in his show window and Dutch costumed maids danced in the streets. The Dutch parade told the story of the costume and sports events highlighted the week long event. Tulip farms in the area were also open to visitors.

* * *

Peach Festival

Alabama's first annual peach festival was held in 1947 at Clanton and Thorsby, sponsored by civic organizations of those communities. The festival was in the form of exhibits of peaches at Thorsby, a tour of the peach orchards and a parade. The parade formed at Clanton in the afternoon and proceeded to Thorsby, where a dance was held in the evening.

* * *

Business Men Clowns

The Fort Atkinson, Wis., rural relations committee of the Chamber of Commerce spends the fall and winter months playing the pie-social circuit in that trade area and cover from 25 to 30 miles around that city.

The troupe clowns the acts, singing, acting and magic, and the complete program is in the form of a burlesque on what a community program should be. So well received are the business men that they make more than 70 appearances during the winter months and some of them repeat performances. Churches and rural schools holding a pie or a box social, call on the business men to furnish the entertainment.

* * *

Agricultural Activities

The Chamber of Commerce of Winona, Minn., through contributions of the merchants, carries on an extensive agricultural program in Winona and surrounding counties. The public relations work carried on by this organization results in much good will. Among some of the work done among farm families is the dinner served to more than 150 F. F. A. members and their leaders.

(Continued on page 276)

A New Modern Store and a 60th Birthday

THE F. H. Retzlaff Hardware Co., New Ulm, Minn., recently celebrated its 60th business anniversary with a special 8-page anniversary section in the *New Ulm Daily Journal* offering anniversary values that let customers in on the birthday party. Joining in the observance of the hardware store's anniversary which was celebrated in its recently modernized store were the other Retzlaff enterprises, the Retzlaff Motor Co. and Retzlaff's newly opened Radio-Appliance Center.

These businesses are New Ulm monuments to the enterprise of F. H. Retzlaff who founded the hardware store in 1887 and who today at 84 still takes an active interest in the businesses, now being carried on by his two sons, W. A. Retzlaff, who became proprietor of the hardware store in 1933, and Armin Retzlaff, who is proprietor of the motor and appliance business.

The senior Mr. Retzlaff founded the hardware store in New Ulm when he was 24 years old. He was born in Germany in 1863 and came to New Ulm with his parents 80 years ago. As a youth he became an expert in farm implements, achieving such success that in 1885 he established his own implement sales agency at Little Falls. He sold out two years later and returned to New Ulm.

Mr. Retzlaff looked beyond his own community in evaluating business trends and in 1913 took a leading part in organizing the Hall Hardware Co. In 1928 Mr. Retzlaff retired from active management of his enterprise which by then included the motor company established in 1914. He continued an active interest in the business, however, and in 1933 sold the businesses to his two sons. He retained ownership of the building and this interest plus other activities finds him almost daily at his desk in the hardware store.

At the hardware store, Waldemar Retzlaff, who today has 13 on the payroll, is continuing extensive improvements begun in 1940 and held up during the war. In 1940 he constructed the modern front which covered the two buildings which house the store. Just recently he completed installation of new open display racks and placement of island-type display counters.

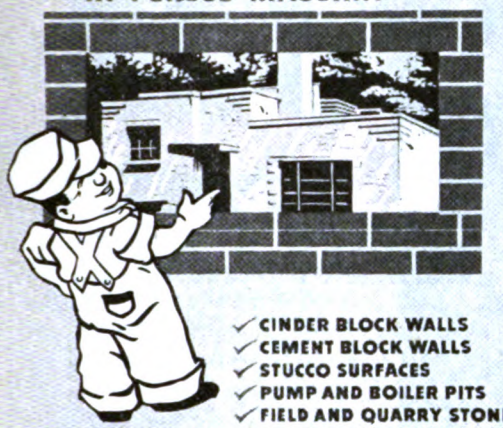


In this newly modernized store building, Retzlaff's customers helped celebrate the store's 60th birthday. Anniversary specials were abundant. Store improvements begun in 1940 but interrupted by the war are still continuing.

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KAY-TITE

CONTROLS WATER SEEPAGE IN POROUS MASONRY



- ✓ CINDER BLOCK WALLS
- ✓ CEMENT BLOCK WALLS
- ✓ STUCCO SURFACES
- ✓ PUMP AND BOILER PITS
- ✓ FIELD AND QUARRY STONE
- ✓ CONCRETE MASONRY
- ✓ CELLARS
- ✓ RESERVOIRS
- ✓ COPINGS
- ✓ BRICK WALLS
- ✓ BRICK PIERS
- ✓ FISH PONDS
- ✓ RETAINING WALLS
- ✓ ROUGH MASONRY
- ✓ UNGLAZED TILE
- ✓ SWIMMING POOLS
- ✓ CISTERNS
- ✓ SILOS
- ✓ ELEVATOR PITS

✓ *KAY-TITE* CAN BE USED ABOVE OR BELOW GRADE. INSIDE OR OUTSIDE

KAY-TITE
CONTROLS WATER SEEPAGE IN POROUS MASONRY





Send for your counter and window displays to:

KAY-TITE COMPANY • WEST ORANGE, N. J.

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The Dean's Page

By SAUNDERS NORVELL

IT'S about time the Dean's series of articles on cutlery should come to an end. The amount of mail and comment indicates a wide interest in cutlery sales among the hardware fraternity. The Dean wishes to express his thanks to those who have helped with their letters and comments. Additional letters from readers on the subject of cutlery will be published as they are received.

Lewis D. Bement of Deerfield, Mass., secretary of the Cutlery Manufacturers' Association, is planning a national drive in cutlery sales for the month of May, 1948. He is preparing a lot of window strips and advertising matter to be used by retail dealers. For further information on this drive I refer you to Mr. Bement. He promised me a letter for the end of this series and when it comes along HARDWARE AGE will be glad to publish it. The sales of Christmas cutlery were only limited by the ability of many manufacturers to fill orders. By November 1 most of these manufacturers were sold out and could not promise to fill orders until next March, 1948. We sincerely trust that they will build up their production to take care of the orders for the cutlery drive in May.

When Nations Fall

In the current best seller, "A Study of World History," the significant statement is made that a period of a lack of progress in the history of many nations made its appearance *at the very peak of its apparent prosperity!* The nations were blinded by their prosperity to symptoms of decadence and decay



SAUNDERS NORVELL

in their civilization in many cases, leading to centuries of decline.

Favor Building Up

These cutlery articles favor the building up of the cutlery business through the system of selling from manufacturers to wholesalers to retail dealers. The hardware wholesalers and retailers built up the cutlery business in this country and it is up to them to hold and increase their sales of cutlery. The Dean's study of cutlery sales in this country leads him to the conclusion that the hardware wholesalers and retailers are not holding the business but have suffered a considerable loss in their share of the cutlery business.

By reason of the cutlery manufacturers taking on the large orders of mail order houses and chain stores, they have been unable to fill the normal orders of hardware wholesalers and retailers.

The alibi of the hardware wholesalers and retailers is "we could not get the goods." It would be interesting to study the figures—if you could get them—of where the cutlery production of 1947 went.

In writing these lines, I am not expressing the opinion of the Dean only. I have a friend who has been in this business all his life. He has just returned from a business trip covering the entire West. He recently called on me and my interview with him was so interesting I asked him to dictate a letter covering his trip that I could use in these articles. He consented with the promise on my part that I would not use his name. Here are just a few extracts that are surely worth consideration by the wholesale and retail hardware industry. Check what he has to say with your own experience. Review in your mind the letters to the Dean that have been published. Isn't it your conclusion that the hardware dealers, both wholesale and retail *as far as cutlery is concerned,* as we said at the beginning of these articles, *"needs a shot in the arm."*

Here follow quotations from my friend's letter:

"I have talked to a number of cutlery manufacturers. All seem to have more or less difficulty in producing enough cutlery to take care of the demand.

Wholesalers By-Passed

"There seems to be a very definite tendency for cutlery manufacturers to by-pass, to some extent, the hardware wholesalers and sell direct to large outstanding city dealers, chains, department stores, drug stores, and in some instances (mainly pocket knives) to tobacco stores—especially the chains.

"The reason for this policy is the belief that the hardware whole-

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OVERWHELMING ACCEPTANCE!



- Month after month, RCA Batteries continue to smash all previous sales records.

The reasons for this unprecedented acceptance are conclusive—

RCA Batteries are designed for *radiomen* . . . to sell through *radio* outlets. And they're backed by the greatest name in radio—RCA.

RCA Batteries are your assurance of immediate customer acceptance and greater profits.

SELL RCA BATTERIES—THE COMPLETE LINE FOR THE RADIO AND ELECTRONIC TRADE



Flashlight | Portable A's | Portable B's | Portable AB's | Farm A's | Farm B's | Farm AB's | Industrial

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

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salers' salesmen are not doing a good selling job and it is likely that this condition will prevail for a long time to come.

"During the last four or five years a large number of hardware salesmen have lost the 'art of selling' mainly because they distribute merchandise by 'allocation' instead of selling. Salesmen do their 'allocating' at home and spend little or no time on the road. They also play favorites and snipe at 'competitive accounts' with the hope of holding such accounts in normal times.

"Many hardware dealers, particularly in far away territories, report they have not seen a wholesaler's salesman since 1942. The far away dealer has gotten the worst of the distribution deal, not only because salesmen do not call but because such dealers are not able to go to the city frequently to make demands on wholesalers for merchandise as do the nearby dealers.

"This situation is more pronounced west of the Mississippi where wholesalers are fewer in number and much farther apart than the eastern sections of the country.

"A few small specialty wholesalers who were in business before the war and a few who have started in business the last two or three years, have recognized the situation and have taken advantage of it by having their salesmen call on dealers and concentrate on selling lines available. These small concerns have not only profited handsomely but have solidified their dealer position for the future.

"None of these small concerns have complete lines but, nevertheless, they have been able to get enough merchandise and through proper direction of salesmen keep the men traveling every day doing a good selling job. One small wholesaler I know in two years showed a net worth of over $100,000 on a paid in capital of $50.000.

"The dollar volume of all wholesalers in considerably ahead of previous years. The net profit is also most satisfactory. This condition makes it difficult to discuss with large jobbers their selling situation for they believe their results indicate they are doing an *outstanding selling job.*

"It is unfortunate few owners or top executives among hardware wholesalers do not have close contact with their dealers.

"If the top men, of the wholesalers, contacted a large portion of their trade they would, I am sure, have a sad awakening.

"Manufacturers—particularly the old line ones—are likely to have a serious selling problem ahead of them. They may have to adopt more flexible selling policies to protect their interests.

"Old established wholesalers will probably not be receptive to taking on new lines. This will force new manufacturers to seek new channels of distribution through small jobbers and possibly active, outstanding, aggressive, retail dealers causing both wholesalers and old manufacturers a serious loss of business.

"Over all sales continue in high gear. While the dollar volume of business is running well ahead of 1946 there is considerable evidence to indicate *tonnage and units are declining.*"

All this—both as regards cutlery and the general business situation—does not sum up pessimism but is simply a warning that many changes are taking place in business and that it is a good idea for the "presidents anonymous" to step out of their private offices and take a look around.

□ □ □

Letters Regarding Cutlery

Received By Our Contributing Editor—Saunders Norvell

Dear Mr. Norvell:

For over 20 years I have taken great pleasure in reading your words of wisdom.

Your Dean's Page of December 4. 1947, was particularly interesting because we here at Red Devil, feel we have been in the cutlery business although Mr. Lewis D. Bement may be unaware of our existence.

Nor, frankly, although we are not listed in any of these so-called association reports, judging by the figures supplied to you by Mr. Bement, our firm alone must account for over 25 or 30 per cent of the cutlery distributed to hardware wholesalers and retailers. We find a very strong trend back to distribution to the wholesaler, which is the only way we have ever distributed since the writer came into our particular business, and find that these wholesalers, especially the larger wholesalers, are all too glad to give plenty of attention to cutlery if cutlery is something new or improved or packed better. We have taken one simple little number, the putty knife, improved the material both of the steel and of the handle and by changing methods of production, have undoubtedly doubled the production and the supply during the last three or four years. All of this production goes through regular wholesale distributors, none of it is sold direct to these dealers.

Incidentally, besides changing the material, improving the box, we do go in for national advertising on an individual number of this kind, so as to get volume unheard of in the old days.

I think part of the trouble that you speak of in the retail stores is due to the fact that the retail stores handle many thousands of items more than they used to in the old days; so that even if the boy in the store is as bright as formerly, he cannot spend all day and all night to studying up on a myriad of facts and figures on all of these various items.

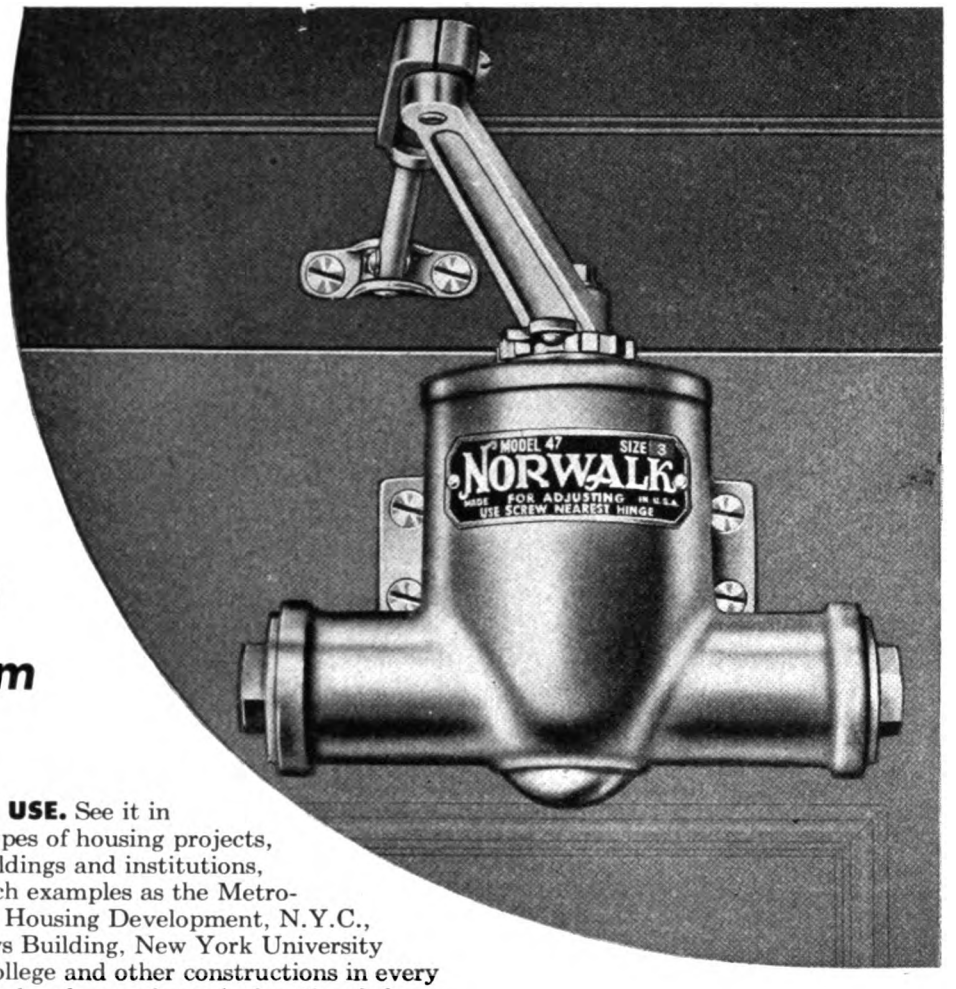
Our answer here at Red Devil is to simplify and concentrate on fewer numbers, to nationally advertise them and pack them in displays so that they have eye appeal, and in other words, frankly, to sell larger volume on fewer numbers to the same old hardware jobber and dealer as our predecessors sold through.

Once again, I want to tell you that I certainly have enjoyed everything you have written and hope you will continue your comments which are of immense help and as-

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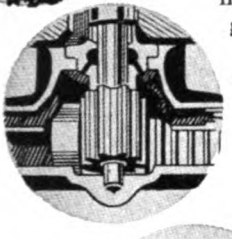
meet the new NORWALK door closer..

Tried and true Rack and Pinion Liquid Mechanism





ALREADY IN USE. See it in action in all types of housing projects, industrial buildings and institutions, including such examples as the Metropolitan Life Housing Development, N.Y.C., Pathe News Building, New York University Dental College and other constructions in every field. This handsome closer, in functional shape, gives satisfaction wherever it goes because of its...



TESTED DESIGN. Rugged rack and pinion mechanism for long, efficient service. Dual speed control by regulating screw for slow or fast closing. Easily reversed for right or left hand of doors. Gives constantly smooth closing action because it's...



PRECISION MADE. Fully guaranteed with 92 years of manufacturing experience behind it. Close tolerance machining of the cast iron case and alloy steel parts. Special sealing compound and concealed lanier ring prevent leakage of special non-freezing liquid compounds. Each closer tested before shipment and...



AVAILABLE NOW. Closers in Size Nos. 2, 3 and 4, suitable for all types of doors, now ready for prompt shipment. A complete line for all new construction and replacement purposes. Standard brown finish. Other finishes furnished to order. For further details on Norwalk Door Closer Model No. 47, write to

Builders know the difference

Norwalk lock company

Hardware of Quality since 1856

A Division of **SEGAL LOCK & HARDWARE CO., Inc.**

395 BROADWAY, NEW YORK 13, N. Y.

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MINNOW BUCKETS and TACKLE BOXES

Immediate delivery in limited quantities



MINNOW BUCKET

A well made, popular priced minnow bucket that has lots of fisherman eye appeal. 2 piece, non-floating type, 8 quart capacity.



NON-RUST Aluminum

TACKLE BOX

This compact tackle box rates high with fishermen the country over. Fresh and salt water rust-resisting. Handy compartment tray with removable partitions. Space for vacuum bottle.

★ HANDY ★ CONVENIENT

Penn

Sold through leading jobbers from coast-to-coast.

METAL FABRICATING CO.

WILKES-BARRE, PA.

sistance, especially to the younger generation of the hardware trade.

Yours very truly,
GEORGE LEE,
President,
Red Devil Tools,
Irvington 11, N. J.

* * *

Dear Mr. Norvell:

It was mighty nice of you to go to the trouble to acknowledge the writer's letter of the ninth, and I hasten to return your Christmas Greetings, and to wish you a Very Happy Year for 1948.

While writing, you might be interested to know that during the last year, we completed and have tooled up a brand new factory in Bloomfield, N. J., the sole product of which is what we call "painter's cutlery," i.e., putty knives, wall scrapers, linoleum knives and things of that kind. In the writer's book a 4-in. super-flexible wall scraper with a mirror finish and bright red tenite handle is just as beautiful a piece of cutlery as any Toledo blade ever made in the old days.

Thanking you again for your courtesy, I am,

Yours sincerely,
GEORGE LEE,
President,
Red Devil Tools
Irvington 11, N. J.

Brand Names Gain in Public Favor From Greenfield Program

BASED on data assembled by the Greenfield (Mass.) Chamber of Commerce, the Greenfield *Recorder-Gazette,* Radio Station WHAI; and on "before" and "after" surveys, substantial gains were shown in public acceptance of brand name merchandise and in knowledge of the significance of brand names and advertising in the U. S. economy.

According to Henry E. Abt, president of Brand Names Foundation, Inc., 119 W. 57th St., New York City, before the program started, 32.2 per cent of all interviewed believed advertising increases the cost of goods. When the educational program ended, this proportion had dropped to 23.5 per cent. At the beginning, 37 per cent of all interviewed believed that mandatory grade labeling of goods by government would be beneficial to consumers. At the conclusion, the percentage holding that view had receded to 23.5 per cent. The frequent allegation that "advertising confuses consumers" was believed by 26 per cent of the Greenfield public on Oct. 12 but at the end of the program credence of this fallacy had decreased to 16.9 per cent.

Surveys among 50 Greenfield retailers showed that one of the most impressive results of the 16-day program was an increase in the national brand proportion of over-the-counter retail sales from an average of 68 per cent to an average of 84 per cent —an average of one per cent each day of the program. Gains in total sales in the last two weeks of October over the first two weeks were spotty but ran from 10 per cent to as high as 40 per cent.

The fact that the event reached the attention of almost everyone in the community was established by a consumer survey conducted on Nov. 6. Tabulations showed that 96.5 per cent of the public had been "aware" of the program. Of the varied activities, window displays attracted the attention of 79 per cent of the consumers—more than any other single phase of the program. Fifty-one and a half per cent of the public learned of the program through the news columns of the *Recorder-Gazette.* Forty-eight and four-tenths per cent recalled retailers' tie-in newspaper advertising and 22.6 per cent recalled local manufacturers' tie-in ads. The final survey also revealed that 39.5 per cent were impressed by retailers' radio programs and 15 per cent by related sustaining programs.

Brand Names Foundation, which cooperated in the project with the Greenfield Chamber of Commerce, will soon publish a comprehensive manual "blueprinting" the complete 16-day program. This book, which will be generally available at the Foundation's cost ($2.50) per copy is designed to aid leaders in other communities throughout the country who wish to stage similar educational programs. In addition, an "on the spot" documentary 16 mm. motion picture film has been prepared to supplement the manual and will be released for booking at a moderate rental charge ($5.00 per week of use) by those interested.

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GET HEP TO GEP

BY SENDING FOR THIS *New...*



JUST-OFF-THE-PRESS
CATALOG

Gephart Mfg. Co.

1026 WEST ADAMS STREET, CHICAGO 7, ILLINOIS

Specialists in Steel Fishing Rods for

BAIT CASTING • FLY FISHING • SALT WATER FISHING

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Table of Equivalents of "Each" and "Dozen" Prices

□ □ □

The "Each" Price can be quickly found in the following Table of Equivalents on any item priced from 12 cents ($0.12) to 12 Dollars ($12.00) per dozen. Also "Dozen" equivalents are shown in fractions from 1/12 to 2/3 cents each.

Per Dozen	Per Each	Per Dozen	Per Each	Per Dozen	Per Each	Per Dozen	Per Each
$0.12	$0.01	$3.96	$0.33	$7.80	$0.65	$11.64	$0.97
.24	.02	4.08	.34	7.92	.66	11.76	.98
.36	.03	4.20	.35	8.04	.67	11.88	.99
.48	.04	4.32	.36	8.16	.68	12.00	1.00
.60	.05	4.44	.37	8.28	.69		
.72	.06	4.56	.38	8.40	.70		
.84	.07	4.68	.39	8.52	.71		
.96	.08	4.80	.40	8.64	.72	Per Each	Per Dozen
1.08	.09	4.92	.41	8.76	.73		
1.20	.10	5.04	.42	8.88	.74	1/83	.01
1.32	.11	5.16	.43	9.00	.75	1/80	.01 1/2
1.44	.12	5.28	.44	9.12	.76	1/79	.01 1/2
1.56	.13	5.40	.45	9.24	.77	1/78	.02
1.68	.14	5.52	.46	9.36	.78	1/77	.02 3/4
1.80	.15	5.64	.47	9.48	.79	1/76	.03
1.92	.16	5.76	.48	9.60	.80	1/75	.04
2.04	.17	5.88	.49	9.72	.81	1/74	.05
2.16	.18	6.00	.50	9.84	.82	1/73	.06
2.28	.19	6.12	.51	9.96	.83	1/72	.07
2.40	.20	6.24	.52	10.08	.84	1/71	.11
2.52	.21	6.36	.53	10.20	.85	1/70	.03 3/4
2.64	.22	6.48	.54	10.32	.86	1/69	.08 3/4
2.76	.23	6.60	.55	10.44	.87	1/68	.10 3/4
2.88	.24	6.72	.56	10.56	.88	1/67	.04 1/2
3.00	.25	6.84	.57	10.68	.89	1/66	.07 1/2
3.12	.26	6.96	.58	10.80	.90	1/65	.10 1/2
3.24	.27	7.08	.59	10.92	.91	1/64	.10
3.36	.28	7.20	.60	11.04	.92	1/63	.04 3/4
3.48	.29	7.32	.61	11.16	.93	1/62	.07 1/2
3.60	.30	7.44	.62	11.28	.94	1/61	.09 3/4
3.72	.31	7.56	.63	11.40	.95	1/60	.09
3 84	.32	7.68	.64	11.52	.96	1/59	.08

The above table shows "Each" equivalents for "Dozen" prices, and separately, the dozen equivalents of different fractions. To determine the price of twelve articles that cost 5 1/12 cents each, simply add 60 cents, which is the dozen equivalent of 5 cents and 1 cent, which is the dozen equivalent of 1/12. By memorizing the fractional dozen equivalents, this table may be used very quickly and conveniently.

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Rounding OUT a Time-Tested Line

Worcester POWER MASTER

LIGHTWEIGHT "850"



Here's the perfect running mate for the lawn-proven Power Master "750." It's easy to operate — a toe tip touch of the pedal and you're mowing . . . drop handle to stop . . . speed control under your *thumb*. The "850's" new, compact, two-cycle "*power packed*" engine contributes to the effortless maneuverability that makes lawn tending a pleasure.

The Power Master "850" and "750" — the whole Worcester Line — will be backed by a bigger-than-ever national advertising campaign this year. Stock Worcester — for profits!

"PACKAGED POWER"

- 1 h.p. air cooled engine.
- Easy, flick-of-the-wrist starting.
- Ball bearing crankshaft.
- Automotive type carburetor by Tillotson.
- Speed control regulator.
- High tension magneto.
- Dry type air filter.
- Large radiation fins.
- Strong, rigid, non-corrosive muffler.

SPECIFICATIONS

- "Sta-Temp" hardened steel blades and underknife.
- Semi-pneumatic tires.
- Streamlined tubular steel handle with rubber grips.
- Large diameter differential roller.
- Ball bearings.
- Width of cut 18".
- Height of cut from 5/8" to 2 1/4".
- Net weight only 80 lbs.
- Shipping weight 100 lbs.

Sold Through Selected Distributors. Write for Complete Information.

WORCESTER LAWN MOWER COMPANY
Division of Savage Arms Corporation
CHICOPEE FALLS, MASS., U. S. A.

50 YEARS OF BUILDING BETTER LAWN MOWERS

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Silex Announces Window Display Contest Winners



Belle City Hardware Co. won the first award of $500 in the hardware and appliance store class.

THE Silex Co., Hartford 2, Conn., recently awarded a duplicate set of prizes for two classifications of retail dealers to winners of the recent Silex window display contest which ran for two months, Sept. 15 to Nov. 15. One classification covered hardware and appliance stores and the other department and general stores. First prizes of $500 each were won by W. Gilbert Brown, Philadelphia Electric Co., and Byron Rasmussen, Belle City Hardware Co., Racine, Wis. Second prizes of $250 each were awarded to Paul F. Sisk, Sears Roebuck Co., Los Angeles, Cal., and Robert Gatliff, Railey Milan, Inc., Miami, Fla. Third prizes of $125 each went to C. M. Griffin, Ohio Edison Co., Youngstown, Ohio, and to Herbert L. Elliott, Sax-On Paint Store, Chicago.

The Judges

The judges were men representative of the display and advertising fields, and included Earl Lifshey, editor, *Retailing Home Furnishings;* Lawrence Wray, managing editor of *Electrical Merchandising;* J. M. Witten, editor, HARDWARE AGE; E. K. Whitmore, Oberly & Newell Lithographing Corp.; and Jesse Lide, McCann-Erickson advertising agency. The photographs of the displays were carefully analyzed by the judges on the basis of originality, sales effectiveness and attention value.

Listed as follows are the names of the 50 honorable mention awards, $25 winners: Polly Bunzel and Kenneth Ver Straate, Ebbers Hardware, 122 Pine Street, Sheboygan Falls, Wis.; P. F. Nursey, Duval Jewelry Co., 1906 Hollywood Blvd., Hollywood, Fla.; Kenneth T. MacLeod, Jordan Marsh Co., 450 Washington Street, Boston, Mass.; Harry E. Spellmeyer and Robert M. Spellmeyer, Mardel Hardware & Paint, 3721 Watson Road, St. Louis 9, Mo.; David Rosenthal, The Elles Fair, 954 E. 55th Street, Chicago, Ill.; C. Hahn, Hahn Hardware, 3535 Armitage Avenue, Chicago, Ill.; Murray H. McKay and T. Kourkoulakos Kirks, 946 Elm Street, Manchester, N. H.

Also R. W. Joost, Joost Brothers, 1555 Fillmore Street, San Francisco, Calif.; Charles H. Spangler, Crosby & Hill Co., Market Street, Wilmington, Del.; Charles F. Edwards, Ott Hardware Company, 727 State Street, Santa Barbara, Calif.; J. E. Whited, Whited Electric Company, 310 Fourth Street, Parkersburg, W. Va.; C. M. Burrows, Brown Rogers Dixon Co., Winston-Salem, N. C.; Scott Jewelry Co., 11 South Main, Concord, N. H.; G. H. Wagner, display Director, Brandeis, Omaha, Neb.; Paul J. Grabbe, Grabbe's Electric Service, 140 Valley Street, Lewistown, Pa.; Don L. Williams, Cornwall & Kelty, 115 South Brand, Glendale 4, Calif.; Mrs. Atlee Schumaker, Atlee Schumaker Electric, Baltic, Ohio; Klaus Department Store, 2857 Milwaukee Avenue, Chicago, Ill; Wohler Brothers, 2603 North Halsted, Chicago, Ill; Montgomery Ward, Albany, N. Y.; W. J. Lundy, Lundy Electric Company, 11 East Market Street, Wilkes-Barre, Pa.

In addition Emma Cameron, Cameron Appliance, 1550 Broadway, Brooklyn, N. Y.; A. Moline, 3901



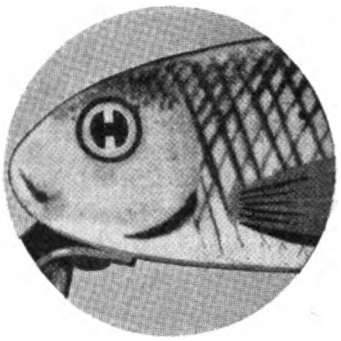
The second prize of $250 went to Railey-Milam, Inc., in the hardware and appliance store class.

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The Newest and Best LURE on the Horizon is marked



CIRCLE H



***and we suggest that you stock Circle H at once. The readers of OUTDOOR LIFE, SPORTS AFIELD and FIELD & STREAM will know about the new Circle H Lures* and be asking for them. It's smart to have some in stock.**

The Story of Circle H Lures

1. They are all plastic.

2. Made in harmony with the science of Aquatic Optics. What's that? *Aquatic Optics* is the effect on vision created by light, shadow and color of a new lens-like plastic construction in or under water.

It includes magnification, motion and attraction. The illusion of life.

This illusion of life is the new touch that makes Circle H Lures so exciting to all game fish. It's a new contribution to an old sport.

3. Colors are all inside the translucent plastic. Cannot fade or be rubbed off. Always look like new.

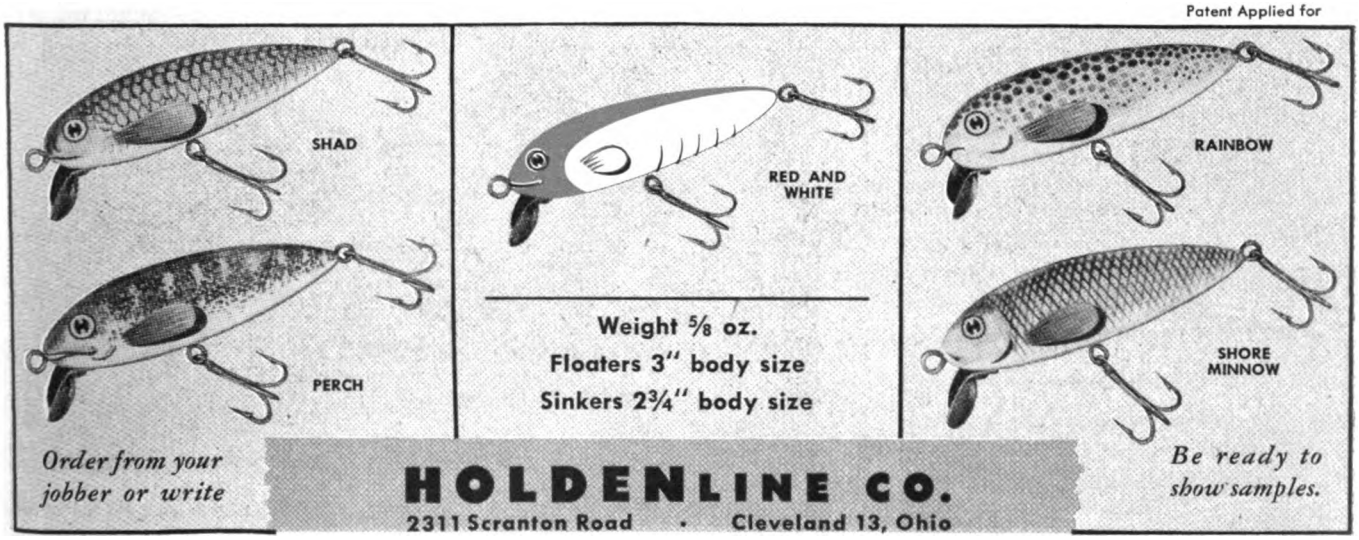
There are six minnow types; Mooneye, shad, perch, rainbow, shore minnow and our red special. All weigh ⅝ oz.

Exciting news to all rod-and-reel men

Here's the newest and smartest thing in lures. It gets game fish.

It will sell on results. Customers will be back for more.

Patent Applied for



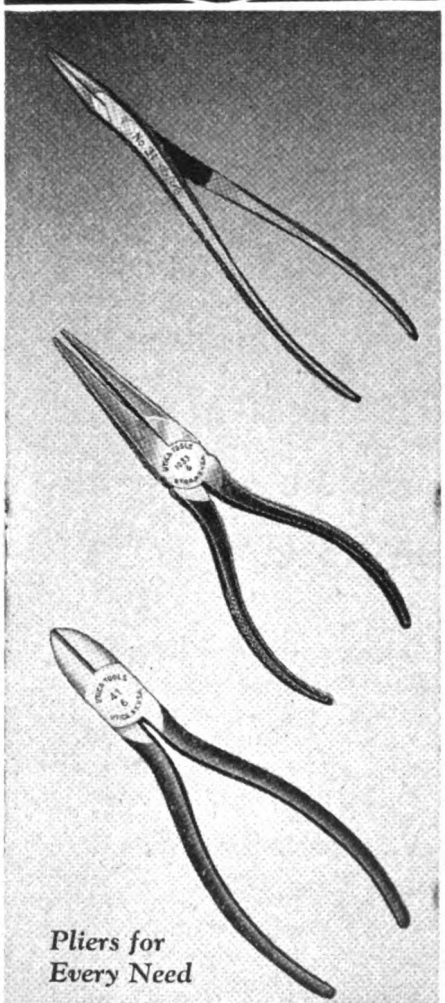
Order from your jobber or write

HOLDEN LINE CO.
2311 Scranton Road · Cleveland 13, Ohio

Be ready to show samples.

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CREATED BY
· Utica ·
FOR MORE TOOL MILEAGE



Pliers for Every Need

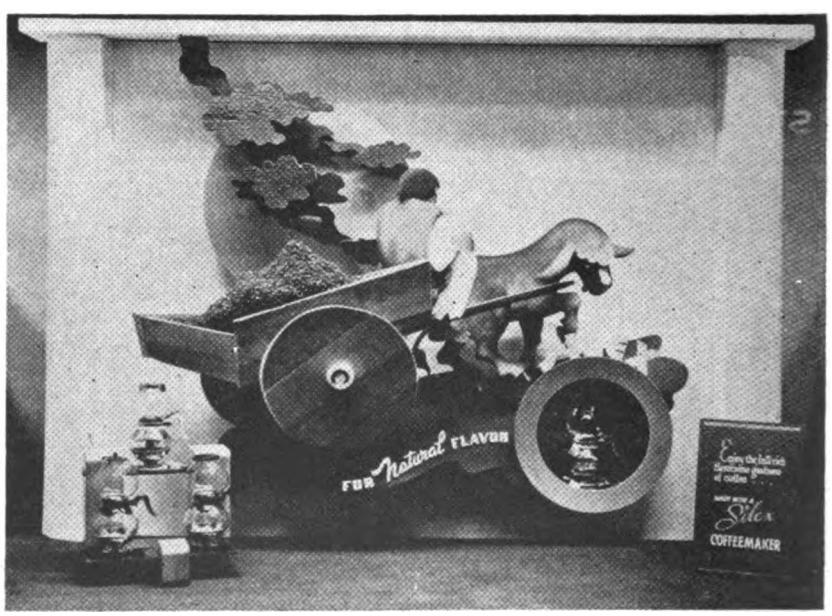
Precision and performance ... you'll find them both in UTICA Tools! Look for the name UTICA on Pliers and Adjustable Wrenches . . for longer life, greater strength, *more tool mileage*. Sold only through recognized jobbers.

UTICA
DROP FORGE & TOOL
CORPORATION
UTICA 4, NEW YORK



Sax-on-Paint Store, Chicago, won the third award of $125 in the hardware and appliance store class.

Broadway, Chicago, Ill.; G. J. Wigge, Bensinger Outfitting Co., Louisville, Ky.; Garland Stipe, Jr., Ft. Smith Vehicle & Machine Co., Fort Smith, Ark.; R. A. Reinicke, Reinicke Hardware Co., 1934 East Third St., Dayton, Ohio; Walter Large, Des Roberts Electrical Co., 54 Exchange Street, Lynn, Mass.; Russell Hambrick, The Appliance Shop, 205 West Pike St., Clarksburg, W. Va.; Fred A. Clark, Clark's Hardware, 1439 East 63rd St., Chicago. Ill; L. W. McEuen, McMasters, Inc., 1412 North Main St., Evansville. Ind.; Aloysius Klitsch, Klitsch Radio & Elec., 56 Broadway, Mauch Chunk, Pa.; C. H. Smiley, Ace Hardware, 2717 North Clark St., Chicago. Ill.; Sara G. Miller, T. M. Griffith & Son, 123 East Lancaster Ave., Downingtown, Pa.; W. R. Carter, W. C. Carter Co., 25-07 N. Washington Ave., Scranton, Pa.; Asher Nickelsberg, Sunrise Music Shops, 38 South Main Street, Freeport, N. Y.; John S. Kopycinski, Rosinski Hardware Co., 655 Ridge Road, Lackawanna. N. Y.; Steve Kondas, Stambaugh-Thompson Co., 114 West Federal St., Youngstown, Ohio; Kay Chapman, Case Warren Co., Inc., 242



Display by Philadelphia Electric Co., which won the first award, $500, in the department and general store class.

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Now WE ARE THREE!
YOUR R-V-LITE FAM-I-LEE

#100-C COTTON REINFORCED
#200-P PLASTIC REINFORCED
#300-W WIRE REINFORCED

R-V-LITE
All-Purpose WINDOW MATERIALS

Tripled opportunity multiplies profits!

Now, three fast-moving items instead of one . . . cotton, plastic or wire reinforced R-V-LITE! A year 'round profit family! Keep on selling the familiar, famous R-V-LITE features, now identical in all 3 types: transparency, toughness, flexibility, ease of installation, ultra-violet transmission and economy.



50 ft. and 150 ft. rolls 36 in. wide

FREE $15.00 VALUE FLOOR FIXTURE with order for 3 ass't. 150 foot ROLLS of R-V-LITE

COMPLETE R-V-LITE DEPARTMENT in less than a square yard of floor space!

Self-selling FLOOR DISPLAY FIXTURE . . . stock, display and advertising all in a 40" x 21" space! Sturdy, tubular steel in pastel baked enamel. Displays 4 full 150' rolls on precision roller hubs. Serves against wall, counter, or as island display. Dispenses from either side. Sets up in 5 minutes . . . 6 nuts do the whole job.

Order from your jobber Today

Manufactured exclusively by

ARVEY CORPORATION

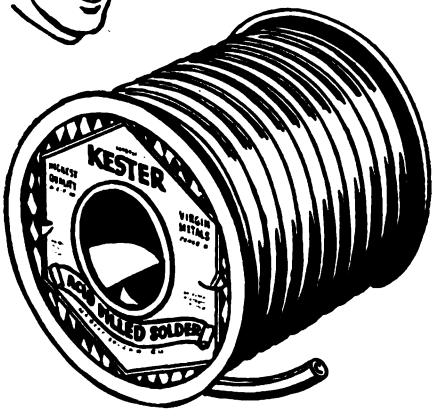
3470 N. KIMBALL AVE. CHICAGO 18, ILLINOIS

IT'S KESTER

For Every

SOLDERING OPERATION





The name KESTER assures you of more solder sales. A dependable, uniform and pure solder which is so important to increase the speed and ease of every soldering operation.

KESTER ACID-CORE solder for general use; KESTER ROSIN-CORE solder for all electrical work. Be sure with Kester.

It's Pure
It's Uniform
It's Kester



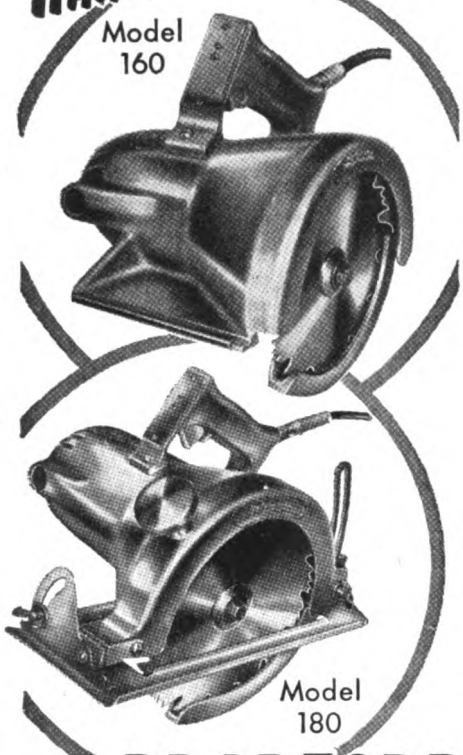


KESTER SOLDER

KESTER SOLDER COMPANY
4207 Wrightwood Avenue, Chicago 39, Illinois
EASTERN PLANT: NEWARK, NEW JERSEY • CANADIAN PLANT: BRANTFORD, CANADA

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PRESENTING THE LATEST IN POWER HAND SAW DESIGN!



The BRADFORD Metalmaster WOOD-SAW

EASE of operation has been *engineered* into new Bradford Metalmaster Wood-Saws. All craftsmen will immediately appreciate the fine balance and light weight—the compact streamlined design and handling ease of these precision-made power tools.

Here is sales appeal as powerful as the saw itself. Your customers can *feel* the difference in design that makes the Bradford Wood-Saw easy, comfortable to operate. Constructed with machine tool precision, Bradford Wood-Saws are built to last—and they're priced right!

Start your power saw profits today—sell the new Bradford Metalmaster Wood-Saw. Distributed through leading wholesalers. Write now for complete information and new descriptive bulletin.

THE BRADFORD MACHINE TOOL COMPANY
661 EVANS STREET CINCINNATI, OHIO
Precision Since 1840



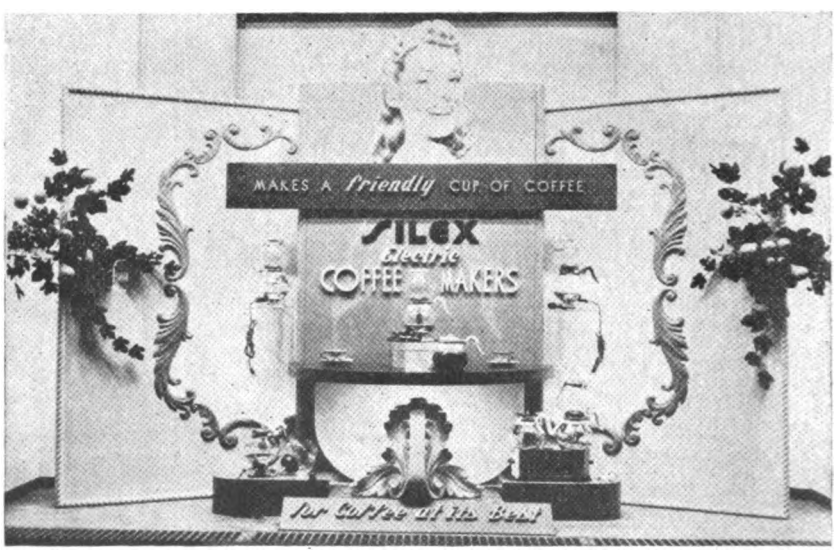
Second award winner in the department and general store class was Sears Roebuck, Los Angeles, for $250.

Asylum Street, Hartford, Conn.; Arthur Romes, Kuester's Inc., 1015 Parrett Street, Evansville, Indiana; L. W. Grinolds, Bailey Electric Co., 331 South Broadway, Albert Lea, Minn.; C. Katowitz, Gorman's, 3212 Troost, Kansas City, Mo.; M. H. Mahlstedt, Electric Construction, 323 South Phillips Ave., Sioux Falls, S. D.; Larry Brinton, Wilmington Auto Sales Co., 807-11 Orange Street, Wilmington, Del.

Other winners were: Richard Trippe, Point Pleasant Hdw. Co., Arnold & Richmond Avenues, Point Pleasant, N. J.; Henry Ankcorn, Ankcorn Hardware Co., Palouse, Wash.; Miss Hattie Schultz, R. G. McCoy, 2414 North Broadway, Los Angeles, Calif.; Rosanna Moore, Moore Farm Service, Kirkersville, Ohio; Claude W. Beckett, P. O. Box 758, St. Johns, Newfoundland for Wm. J. Clouston, Ltd., 182 Water Street, St. Johns, Newfoundland; F. Carl Emrich, Dismer's Hardware, 3117-19 14th St., NW, Washington 10, D. C.; Horace W. Green & Son, Long Beach, Calif.

Carnival Days

The Chamber of Commerce of Harvey, Ill., conducted carnival days this past season, with street. store front and interior decorations designed to welcome old customers and bring in new ones.



Ohio Edison Co., Youngstown, Ohio, won the third prize of $125, in the department and general store class.

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Travis-Yowell Expanded Vertically—to the Basement

(*Continued from Page* 135)

policy of ordering many months in advance for fast moving, hard-to-get items. Control of stock is simplified by storing all open stock items in the bins directly below the shelves on which they are displayed. As an item is sold, it is quickly replaced from below. When replacement stock is low, the salesman enters that item in the "want book" so that it will be promptly reordered.

Since the present fixtures were built during war-time material shortages when cabinet doors were unobtainable, curtains were substituted to cover the openings of the replacement bins. This enforced improvisation has proven so attractive and pleasing to shoppers, that the curtains remain.

Every effort is made to obtain the unusual in giftwares, even in higher priced merchandise such as sterling and silver-plated table ware. These, of course, are limited to a few of the nationally advertised and popularly priced sets. Particularly helpful in the sale of china and crystal ware, is the fact that the firm is the exclusive dealer in its area for one line of dinner ware and a line of crystal ware.

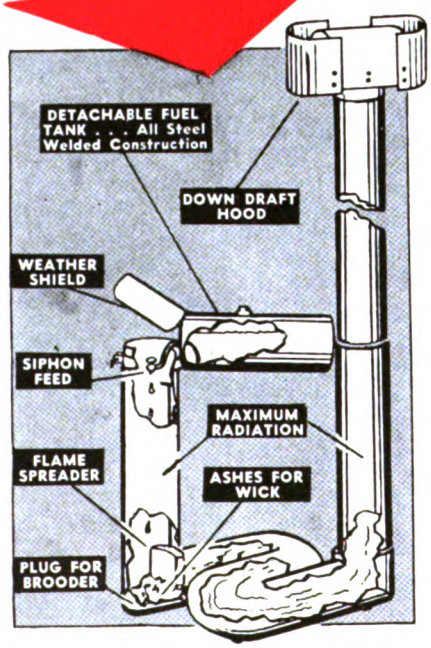
Mr. Travis, the operating manager since retirement of Mr. Yowell several years ago, says: "Our aim has always been to prove to residents of our shopping area that this department is not just another gift shop, but the outstanding gift shopping center of Bremerton."

A hardware man with 36 years' experience as an owner and manager behind him, Mr. Travis literally grew up in his father's hardware store in Iowa. He has operated in his present location in Bremerton for the last 20 years.

Picture Post Cards

Ten thousand picture postcards showing scenes in the Perry, Okla., area were recently placed in the stores of that city by the chamber of commerce. These scenic postcards are to acquaint tourists and visitors to Perry with the beauty spots of that area.





Super-Efficient! Low Cost! Economical! With FEATURES That Assure Satisfaction!

- Greatest possible heat radiation below the waterline!
- Trouble-free, completely safe and dependable performance!
- Burns all kinds of commercial, fuel oils (distillate, kerosene or tractor fuel)!
- Runs for a week at a time without attention!
- Operating costs only a few pennies per week!

America's BEST ADVERTISED LINE OF TANK HEATERS!

Siebring Tank Heaters are the favorite of stockmen everywhere. Hundreds of thousands now in use! Nationally advertised for years and still being advertised in all leading farm papers! They are America's best known line of stock tank heaters—the "Standard of Efficiency and Economy", in demand in all sections of the country.

The season for stock tank heaters is at hand right now! If you don't now have Siebring Tank Heaters in stock, act fast, order from your jobber! Do it today! If your jobber doesn't have them, write—

SIEBRING MANUFACTURING COMPANY
TANK HEATER DIVISION 200 Main St. GEORGE, IOWA

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IN 1948—

MORE FULL PAGE ADS
MORE FOUR COLOR ADS
MORE NATIONAL CIRCULATION

will add up to

MORE SALES and PROFITS with

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Brighten your kitchen, lighten your work and heighten your reputation as a cook with beautiful Revere Copper-Clad Stainless Steel Ware.

Truly, Kitchen Jewels!

These lovely, gleaming saucepans, saucepots, double boilers, skillets and Dutch ovens enable you to cook the famous Revere "waterless" way. Your meals taste better, you preserve essential food values, you save time, fuel, money.

Revere Ware resists staining, rusting, pitting, chipping. Years of wear leave it as beautiful as new. When you buy it, you make a lifetime investment—in the long run, the most economical purchase you can make.

Join the happy millions who call these kitchen jewels their proudest kitchen possessions. But make sure you get the quality and service you are paying for. Various imitations are appearing on the market. When you buy, look for the words **REVERE WARE** in the trade mark stamped on the thick copper bottom. Revere Copper and Brass Incorporated, Rome Manufacturing Company Division, Rome, New York.



REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division • Rome, New York

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Mortite Four-In-One Package

J. W. Mortell Co., Kankakee, Ill., is offering Mortite in a new package and a new size. Attractive display box holds



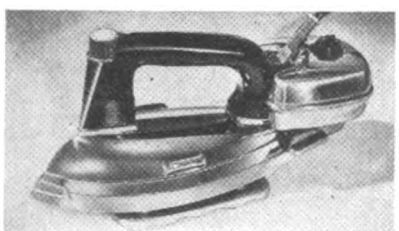
four small rolls of Mortite. Each roll is individually boxed, and each roll holds enough Mortite to weatherstrip the average window. Complete box of four, "Economy" size, is suggested to retail for 98 cents. Individual "JR" boxes sell for 29 cents. Mortite's familiar box with the single large roll is being continued and retails for $1.25. Free dealer aids include mats for local advertising, radio scripts, attractive circulars, and window and counter displays.

Disc-Deck

Schwartz Mfg. Co., Two Rivers, Wis., is offering with the 300-disc package of Perfection Dubl-Chen-Faced milk filter discs, a Disc-Deck without charge, which is a rust-proof metal "Shelf" to be fastened to the wall of dairy barn or milk house to hold a carton of the milk filter discs. This offer will help dealers make friends by rendering a needed service. The Disc-Deck and the 300 disc-package of milk filter discs is conveniently packaged as a single unit.

Steam-Ironing Attachment

General Mills, Inc., 400 Second Ave., S., Minneapolis 1, Minn., has devised a steam ironing attachment for the Tru-Heat iron that enables housewives to convert it into a steam-iron at will. Attachment is made of stainless steel and aluminum. It is said to be easily inserted into the steam attachment and is held in place by a hand-operated spring latch. Stainless steel tank holds a cup and a half of water, enough for from 30 to 45 minutes of operation. Soleplate is of polished forged aluminum with a cast-in steam chamber. Die stamped aluminum stand is provided on which to rest the combination between ironing operations. When using it, the Tru-Heat control knob is turned to "HI," 550 deg. After a short time, steam control is turned on and water flows into the attachment chamber, is converted to steam and emitted through the steam outlets at the toe of the soleplate. A combination of the iron which retails at $12.50, and the attachment is suggested to retail for $19.95.



Remington Dual-Voltage Electric Shaver

Remington Rand Inc., Electric Shaver Division, Bridgeport, Conn., is offering the Remington 6V-110V shaver which can be used in an automobile



and at home. Shaver has two cords, one for 110-volt electric sockets and the other for the 6-volt battery of a car. Simple-to-attach-connector for the car dashboard is also provided. This shaver has one Blue Streak twin shaving head and two smooth round heads, the equivalent of four single-head shavers, says maker. Each shaver is supplied with a special leather carrying case. Suggested to retail for $23.50.

'The Inside Story'

The Yale & Towne Mfg. Co., Stamford, Conn., has prepared a booklet to describe in cartoons and drawings the construction and operation of the Yale Compact Door Closer. Book was made up by Meade Johnson, marketing manager, Stamford division.

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SELL 'EM WHAT THEY WANT!

BILLINGS Sockets AND PARTS

BILLINGS Wrenches

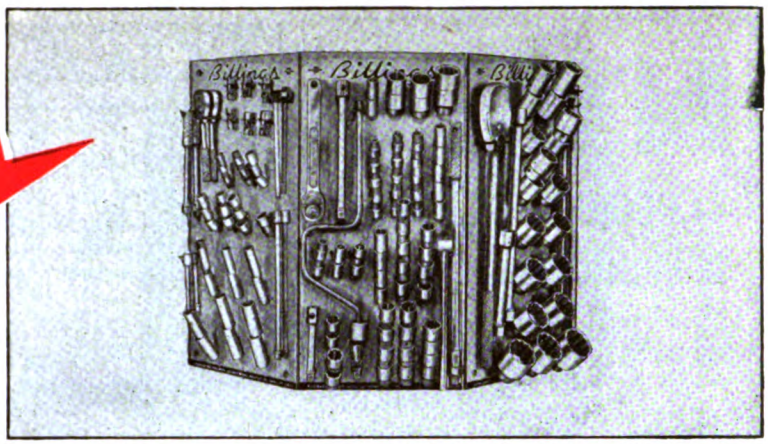
(ENGINEERS' - 15° & 45° BOX - COMBINATION)

ALL IN ONE BALANCED WRENCH DEPARTMENT

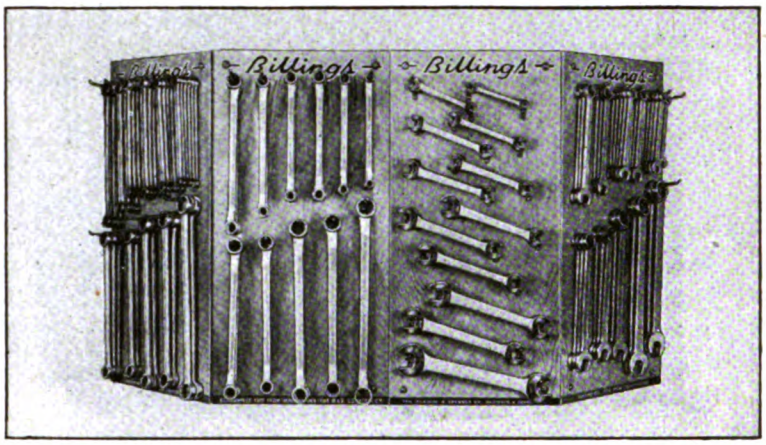
Farmers, Homeowners, Industrial users . . . they're all crying for Billings Sockets and Wrenches. You can cash in on this big, hungry market by utilizing Billings Balanced Wrench Departments. Designed to fit the needs of any store large or small, Billings Wrench Departments are made from only seven basic boards, one each for Engineers' Wrenches, 15° Box Wrenches, 45° Box Wrenches, Combination Wrenches, 3/8" Sockets and parts, 1/2" Sockets and parts, and 3/4" Sockets and parts. Choose the boards that will best service your wrench trade, or better yet get all seven for a complete wrench service. Make the customers think of your store as the place to go for good wrenches.

REAL HARDWARE STORES HAVE WRENCH DEPARTMENTS

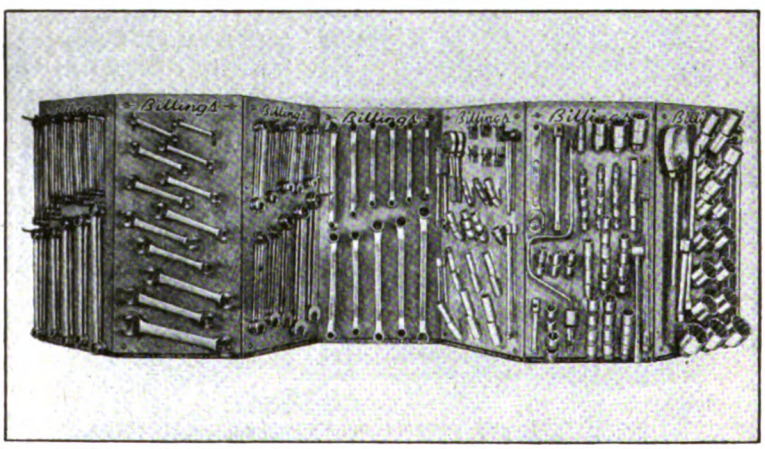
ORDER FROM YOUR WHOLESALER



Shown above Billings Socket Wrench Boards
C-48 S-75 H-24



An arrangement of Billings Forged Wrench Boards
B-42 B-40 E-52 C-37



Billings Complete Wrench Department for Complete Wrench Service WD-318

BILLINGS WRENCHES



80 million plus

THE BILLINGS & SPENCER CO., HARTFORD 1, CONNECTICUT, U. S. A.

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NUTS

1,000,000 POUNDS

WAREHOUSE STOCK

QUAN.	SIZE	TYPE
3,000,000	#6	32 Elastic STOP
500,000	1/4	28 NF Elastic STOP
1,000,000	1/4	28 NF Light Castle 25/64" high
100,000	1/4	20 NC Tinnerman
50,000	1/4	24 Hex M/S 1/2 x 3/16
15,000	1/4	23 NF Light Brass 3/8 high
143,000	1/4	28 NF Square M/S Cadm.
41,000	1/4	28 NF Acorn
1,250,000	5/16	24 NF Light Castle 27/64" high
100,000	5/16	24 NF Pal
100,000	3/8	24 NF Regular Slotted
50,000	3/8	16 NC Wing
32,000	3/8	24 NF Acorn
150,000	3/8	16 NC Light Brass 1/2" high
62,000	3/8	16 NC Heavy Slotted Cadm.
47,000	7/16	20 NF Light Hex SF
450,000	1/2	20 NF Flex-Loc
200,000	1/2	13 NC Heavy Hex SF
50,000	1/2	13 NC Regular Hex SF
22,000	1/2	20 NF Regular Hex SF
36,000	1/2	20 NF Light Slotted
50,000	1/2	20 NF Elastic Stop
269,000	9/16	18 NF Elastic Stop
50,000	9/16	18 NF Flex Loc
100,000	9/16	18 NF Light Slotted Cadm.
94,000	9/16	12 NC Reg. Hex CP Jam Cad.
85,000	9/16	12 NC Reg. Hex CP Cad.
105,000	9/16	12 NC Reg. Hex SF Cad.
11,000	5/8	18 NF Pal
6,000	5/8	18 NF Wing Cad.
100,000	5/8	18 NF Light Thick 15/16" high
110,000	5/8	18 NF Light Castle Cad.
47,000	5/8	18 NF Reg. Slotted
59,000	5/8	11 NC Reg. Hex CP Jam Galv.
85,000	5/8	11 NC Reg. Hex SF Jam
191,000	5/8	11 NC Heavy Hex SF Zinc
160,000	5/8	11 NC Heavy Hex SF
64,000	5/8	11 NC Heavy Hex CP
67,000	3/4	16 NF Elastic Stop
45,000	3/4	16 NF Flex-Loc
75,000	3/4	16 NF Marsden
168,000	3/4	10 NC Heavy Hex SF Zinc
95,000	3/4	10 NC Heavy Hex SF
63,000	3/4	10 NC Regular Hex SF
26,700	3/4	10 NC Reg. Hex CP Zinc
14,000	3/4	10 NC Reg. Slotted Cad.
7,000	3/4	10 NC Reg. Hex SF Jam
91,000	7/8	14 NF Marsden
55,000	7/8	9 NC Heavy Hex SF
16,500	7/8	9 NC Heavy Hex HP
64,000	7/8	14 NF Reg. Slotted Cad.
43,000	7/8	9 NC Reg. Slotted
184,000	7/8	9 NC Reg. Hex SF
41,000	7/8	14 NF Light Hex SF Jam
50,000	7/8	9 NC Reg. Hex SF Jam
251,000	1"	8 NC Reg. Hex SF
86,000	1"	8 NC Reg. Hex CP Zinc
11,300	1"	14 NF Reg. Slotted
8,000	1"	14 NF Light Slotted
10,000	1 1/8	7 NC Reg. Hex CP Galv.
13,600	1 1/8	7 NC Reg. Hex HP
7,600	1 1/8	12 NF Reg. Slotted
3,600	1 1/8	12 NF Heavy Slotted
19,600	1 1/4	7 NC Reg. Hex CP Zinc
5,000	1 1/4	12 NF Heavy Slotted
11,000	1 1/4	12 NF Reg. Slotted
7,600	1 1/4	7 NC Reg. Slotted
11,200	1 3/8	6 NC Reg. Hex SF
2,500	1 3/8	12 NF Light Castle
2,130	1 1/2	6 NC Reg. Hex SF Jam Galv.
4,000	2	4 1/2 NC Reg. Hex SF
6,000	2	4 1/2 NC Reg. Hex CP Jam Zinc
1,800	2 1/4	4 1/2 NC Reg. Hex HP
929	2 1/2	4 NC Reg. Hex SF
424	3	3 1/2 NC Reg. Hex SF

ASK FOR OUR COMPLETE LISTS

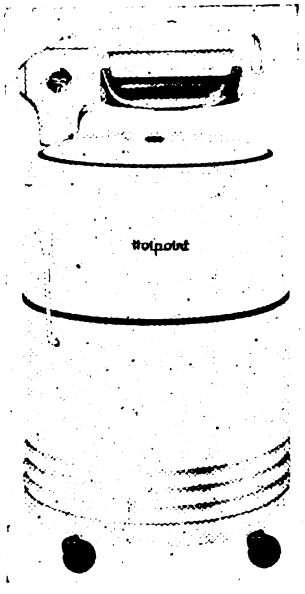
NUTS—CAP SCREWS—MACHINE SCREWS
SOCKET SCREWS—WASHERS—SET SCREWS

AUTOMOTIVE HARDWARE INC.
111 S. MERIDIAN ST. Franklin 1494
INDIANAPOLIS 4, INDIANA

WHAT'S NEW

Hotpoint Washer Models

Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill., is introducing two additional conventional wringer type washer models suggested to retail for



$119.75 and $129.75, the latter model being equipped with a pump. Each has an 8 lb. clothes capacity, is full skirted in design and equipped with aluminum thriftivator by which water is forced through clothes in three washing zones. Washer has a white Calgloss finish and the wringer has a zinc-plated drainboard with satin finish. Hotpoint is equipping the deluxe wringer washers with electric timers so they may be set to shut off at predetermined washing time. To meet the additional cost for this engineering addition the deluxe washers are suggested to retail at $139.75 and $149.75 respectively.

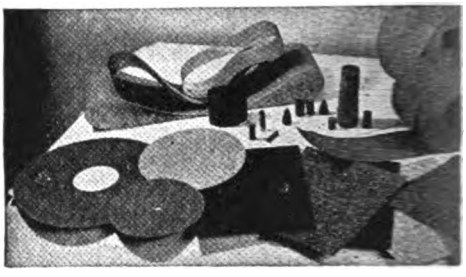
Horseshoe Set

Junior-Pro Products Co., 3206 Morganford Rd., St. Louis 16, Mo., offers a junior-pro lightweight horseshoe set which consists of two pairs of cast aluminum official lightweight horseshoes and two pointed stakes packed in an attractive box. Weight per shoe is 1 lb. Set is suggested to retail for $4.95.



DOUBLE your profits on abrasives

by carrying



CLOVER COATED ABRASIVES—in all grains, grades, backings of paper and cloth, coatings, sizes and shapes—in rolls, sheets, belts and discs. Also resin-bonded fibre discs.



CLOVER LAPPING AND GRINDING COMPOUNDS—in twelve grades from microscopic fine to very coarse.

When you concentrate on CLOVER Abrasives... you buy at lowest prices and sell at maximum profit.

Selling abrasives is stable business. Sales are obtainable throughout industry. Repeat business is enormous. Write for full information.



FREE!

Complete Handbook, without propaganda, on Coated Abrasives.

CLOVER MFG. CO., Norwalk, Conn.

CLOVER *Abrasives*

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Universal Imperial Gas Ranges

Cribben & Sexton Co., Chicago, Ill., has introduced its 1948 line of Universal gas range models. Variety of models are offered including four-burners divided or grouped and six-burners. Some ranges have two over-sized ovens and two broilers, others have a separate high broiler and over-sized oven while some have the conventional over-sized oven and low-broiler. Among the features of the all-white range is the chrome-plated "Whirlpool Broiler" pan, said to be smoke-proof and fireproof. Pan has a 100 in. of circular drainage track. Broiler burner employs intense radiant heat from Monel wire mesh screen tailored to provide exceptionally uniform heat distribution over the whole broiling surface. On some models, broiler pans have a fingertip control to raise and lower the broiling surface. Another feature is the "comfort-touch" oven. Outside temperature of ranges while roasting or baking has been reduced 50 per cent bringing the comfort touch zone to 100 to 110 deg. Oven chime thermostat has bell ringing and pop-out tab features to give evidence that oven has reached the temperature for which it is set. Burner spacing has been enlarged to 10 in. between centers. Chrome-plated instrument panel is mounted on a one-piece main top that sweeps from the fluorescent lamp to the manifold panel. All "CP" models have automatic ignition of top burners and oven-broiler burners. Shown is the imperial model, fully automatic with two 18 in. oven, two broilers, six burners and automatic clock control. Oven doors are chromium lined with glass windows.

Revised Rifle Guide Book

O. F. Mossberg & Sons, Inc., 131 St. John St., New Haven 5, Conn., has revised the "Guide Book to Rifle Marksmanship," and is offering the book free to any individual or club that is interested in shooting. Also available is the latest catalog covering the items currently made by the company.

FRAIM

TRADE MARK

PADLOCKS
NIGHT LATCHES
&
BUILDERS HARDWARE



NO. 762 — FIVE PIN
TUMBLER CYLINDER PADLOCK

Unlimited Key Changes — Can be Master Keyed
Size 1½" — Weight per doz. 5⅛ lbs.
Furnished with 9" Bronze or Steel Chain, also with Bronze Rod Shackle to special order.
Meets Federal Specifications.
Solid Extruded Bronze Metal Case. Chromium Plated hardened Steel Rod Shackle.
Packed one dozen in carton.

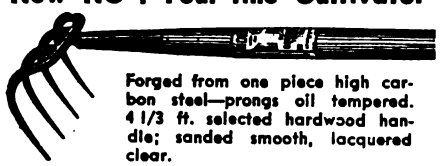
E. T. FRAIM LOCK COMPANY, INC.

NORCROSS
GARDEN AND LAWN TOOLS

Stock the COMPLETE Home Gardening Line

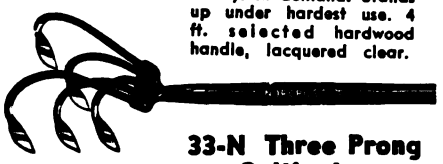
Food scarcities plus high food prices . . . a "natural" for a heavy home gardening season. All signs point to an exceptional demand for garden tools this Spring. *Be prepared* . . . order your Norcross stock now!

New NC-4 Four-tine Cultivator



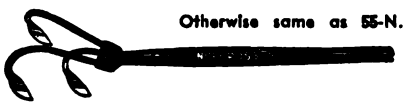
Forged from one piece high carbon steel—prongs oil tempered. 4 1/3 ft. selected hardwood handle; sanded smooth, lacquered clear.

55-N Five Prong Cultivator



Always in demand. Stands up under hardest use. 4 ft. selected hardwood handle, lacquered clear.

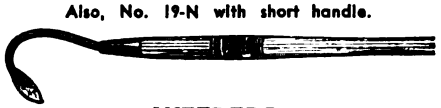
33-N Three Prong Cultivator



Otherwise same as 55-N.

59-N One Prong Cultivator

Also, No. 19-N with short handle.



WEEDERS

40-N V-Point Weeder, 45" long with hardwood handle. 1¼" high carbon steel blade.



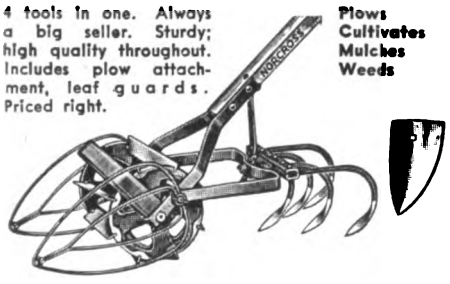
25-N V-Point Weeder and Asparagus Knife, 14" long.



10-N Norcross Garden Grower

4 tools in one. Always a big seller. Sturdy; high quality throughout. Includes plow attachment, leaf guards. Priced right.

Plows
Cultivates
Mulches
Weeds



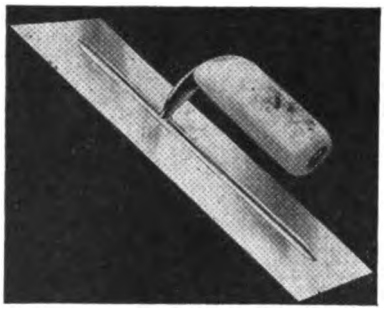
Ask Your Independent Jobber

C. S. NORCROSS & SONS
BUSHNELL, ILLINOIS
QUALITY GARDEN TOOLS SINCE 1891

WHAT'S NEW

Finishing Trowel

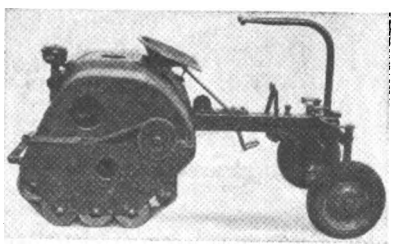
The Metex Corp., Mt. Vernon, N. Y., has added to its "Vernontown" line of stainless steel, one-piece, rivetless trowels, the ultra-light finishing trowel.



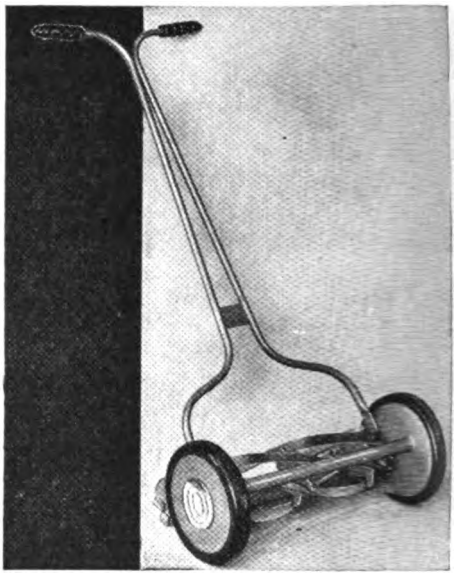
Weighs 10 oz. and is made of Allegheny Ludlum steel throughout. Tool is made of 18-8 austenitic stainless steel which is sheared across the grain for maximum tensile strength. Rivets are eliminated by "Shotweld" construction which is said to retain corrosion resistance without sacrificing strength. Trowels are electrically passified after fabrication and are hand ground, precision balanced and have basswood handles. Will not stain any mixture, even plaster and acoustic finishes, says maker. Tool is suggested to retail for about $3 for the 10 in. up to $5 for the 16 in. model.

Small Tractor

Super-Trac, Inc., 1 N. LaSalle St., Chicago 2, Ill., is offering a small tractor incorporating tracks instead of rear wheels. Among other features of the new tractor are a power reverse and a seat for the operator. Most operating parts use self-lubricating bearings. Six H.P., air-cooled engine delivers enough power to pull a 10 in. plow. Tractor is designed to use standard implements but the company has engineered several heavy duty implements to give maximum output. Super-Trac weighs about 750 lbs., and is said not to require wheel weights or liquid filled tires for traction. Design of truck mounting and the high oscillating front axle gives full 20 in. crop clearance without eliminating stability. Front wheels have packed Timken bearings, likewise used in the transmission which is dust sealed with alloy steel heat treated gears running in oil.



21% greater cutting action



EVERSHARP MODEL NO. 30

the faster, easier action of EVERSHARP Mowers makes *sales easier,* too!

- 110° Helix . . . 21% above average, means *two* instead of one blade at cutting surface . . . for greater action . . . also extra resistance and Protection is added to lower cutter bar to withstand shock of impact with foreign objects.
- Built to last. Full 16" cutting-width 5-blades, *self-sharpening.*
- Self-aligning *ball bearings,* with take-up adjustment.
- *Double-pawl clutch:* positive, smooth action.
- *Crucible steel cutting blades and lower cutting bar,* precision ground for perfect alignment, also double set screws for micromatic cutting adjustment.
- *Hi-Lo adjustment.* ⅝" to 1½" for light or heavy lawns.
- Ribbed rubber tires and moulded rubber gripped handle.
- Stained hardwood roller or ribbed rubber roller with hardwood core (optional).
- *Snap-on handle* of rigid tubular steel.
- Baked enamel finish, attractive colors.
- Balanced weight: 84 lbs. 2 models: Model No. 30, cast side frame. Model No. 20-E, all steel. Both with heavy gauge pressed steel shock-resisting wheels.
- Guaranteed one year. Compare Eversharp specifications. Available through your jobber. Write us for information.

Designed and manufactured by
MIDWEST MOWER CORPORATION
3132 Locust Street, St. Louis 3, Mo.

Eversharp
LAWN MOWER
America's fastest growing favorite!

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BURKS 6 POINT SALES BUILDER PROGRAM Brings THE BUSINESS—



BIG YEAR AHEAD FOR BURKS WATER SYSTEM DEALERS

The BURKS 6 Point Sales Builder Program is a combination of magazine—radio—newspaper—direct mail—store display and Dealer Helps—working in conjunction with BURKS LIFE-LOK and other exclusive engineering features. The object of the program is to isolate and sell every water system prospect within each BURKS Dealer's trading area. The result will be greater sales and larger profits for every BURKS Dealer in 1948.

More BURKS Dealers are wanted. If you are interested in handling the finest engineered line of water systems in the country, write for the BURKS Dealership proposition. Cash in on the sales advantages of BURKS exclusive features, plus the help of our new 6 Point Sales Builder Program. Address your letter to —

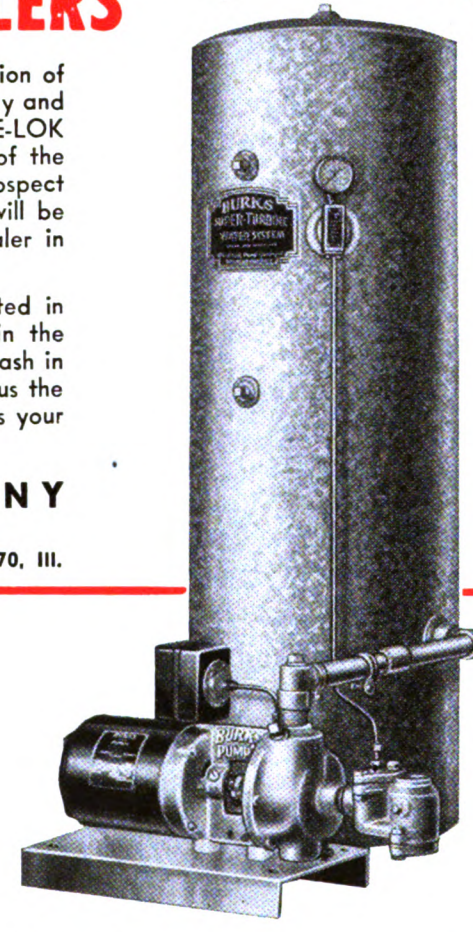
DECATUR PUMP COMPANY

Makers of BURKS SYSTEMS

52 Elk St. **Decatur 70, Ill.**

LIFE-LOK Feature Makes BURKS WATER SYSTEMS Easiest of All to Sell . . .

The most powerful sales closer in water system history is BURKS Life-Lok feature. The Life-Lok adds fully 30% longer life to a BURKS System and makes possible like-new performance when any other system working under like conditions would be worn out. When water system prospects learn about the advantages of LIFE-LOK it's almost a certainty your sale is made.



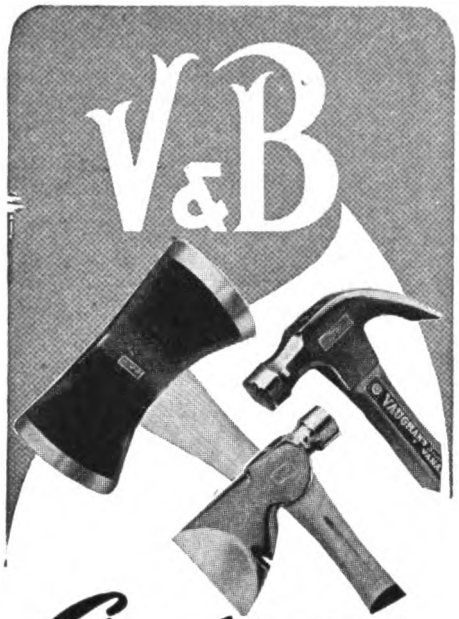
SELF PRIMING

ONE MOVING PART

COMPLETELY AUTOMATIC

BURKS SUPER TURBINE Water Systems for shallow and deep wells. Only one pump design—the famous BURKS Super Turbine. No mechanical pump changes for deep well installation—just add proper educer. Easy to install—no profit-eating callbacks.

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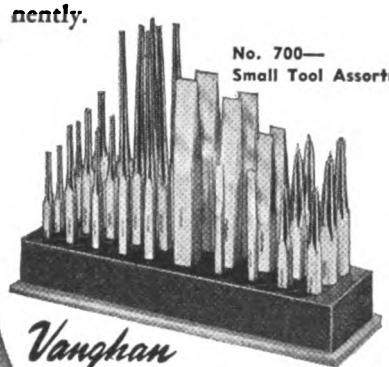


Good Tools

FOR GOOD WORK!

Craftsmen quickly recognize the added quality of Vaughan Fine Tools, the added scientific design and balancing that reduce fatigue, and the limitless service these tools offer.

For Industry or Home—Vaughan Fine Tools bring Dealers quality customers. Display them prominently.



No. 700—
Small Tool Assortment

Vaughan

FINE TOOLS ARE OUTSTANDING IN

★ Design ★ Durability
★ Dependability ★ Materials
★ Craftsmanship

"IT ALWAYS PAYS TO BUY A GOOD TOOL"

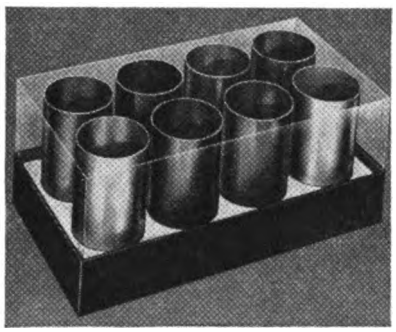
Vaughan and Bushnell

MANUFACTURING CO.
Chicago 3, Illinois

WHAT'S NEW

Cristil Tumblers

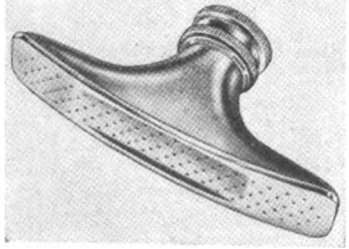
J. H. Cristil Co., P. O. Box 1691, Indianapolis, Ind., is offering two sets of aluminum colored tumblers. The



anodized tumblers, eight to a set, each in a different color are packaged in an acetate gift box. The 14 oz. tumbler holds a full bottle of beer, frosts easily for mint juleps and keeps ice tea and lemonade cold. The "Squatty," holding 6¾ oz., is ideal for mixed and soft drinks, for children's milk and water at the table. Sets are suggested to retail for $7.95.

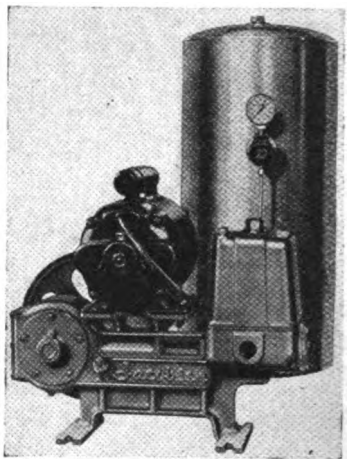
Scovill 'Green Spot' Line

Scovill Mfg. Co., Merchandise Division, Waterbury 91, Conn., is introducing the "Green Spot" line of garden hose equipment. Featured in the line is the Green Spot snap-on quick connector which is free-swiveling to eliminate twisting strain on the hose. Special flexible hydraulic seal is said to prevent leaks. Another item in the line is the Green Spot three-arm lawn sprinkler. Sprinkler has a uniform rain-drop spray up to 40 ft. in diameter and all moving parts are made of brass. Also a member of the line is the fan spray. Designed primarily for watering roots, without wetting the foliage, the fan spray is also suited for general use, such as watering lawns, gardens and shrubs, according to the maker. It has a heavy brass body and connection nut, precision-pierced front plate and all-over satin finish. Two other hose nozzles are available. Heavy duty model, for continuous hard use and the standard model are both machined from solid brass. A long range nozzle, designed to meet the requirements of industry, nurseries, garages, etc., is offered also. Latter model has a long distance stream and arch fan spray.



Jacobsen Pump

In an item published in the Nov. 6th issue, describing the *Jacobsen Mfg. Co.*, reciprocating pump, an illustration of a water system made by the *Barnes Mfg. Co.*, was used. Shown above is the pump made by Jacobsen.



Spill-Proof Rack

B. & D. Associates, Inc., P. O. Box 133, Brighton Station, Rochester, N. Y., offers the Can-venient Rack with which housewives can add extra shelves in closets and cupboards. Fastened on the inside of the kitchen cupboard doors, these racks will bring spices, extracts, etc., swinging out into the light, easily identified. Also can be used in bathroom and linen closet. Ten in. extension spring conforms to the shape of object held in each of the five compartments. Also can hold jars of nails, screws, etc. Made of aluminum with a silvery finish; fastens with two screws, measures, 13¼ in. long, 2 in. high. Suggested retail fair traded price is 59 cents in the east, and 65 cents in the far west.



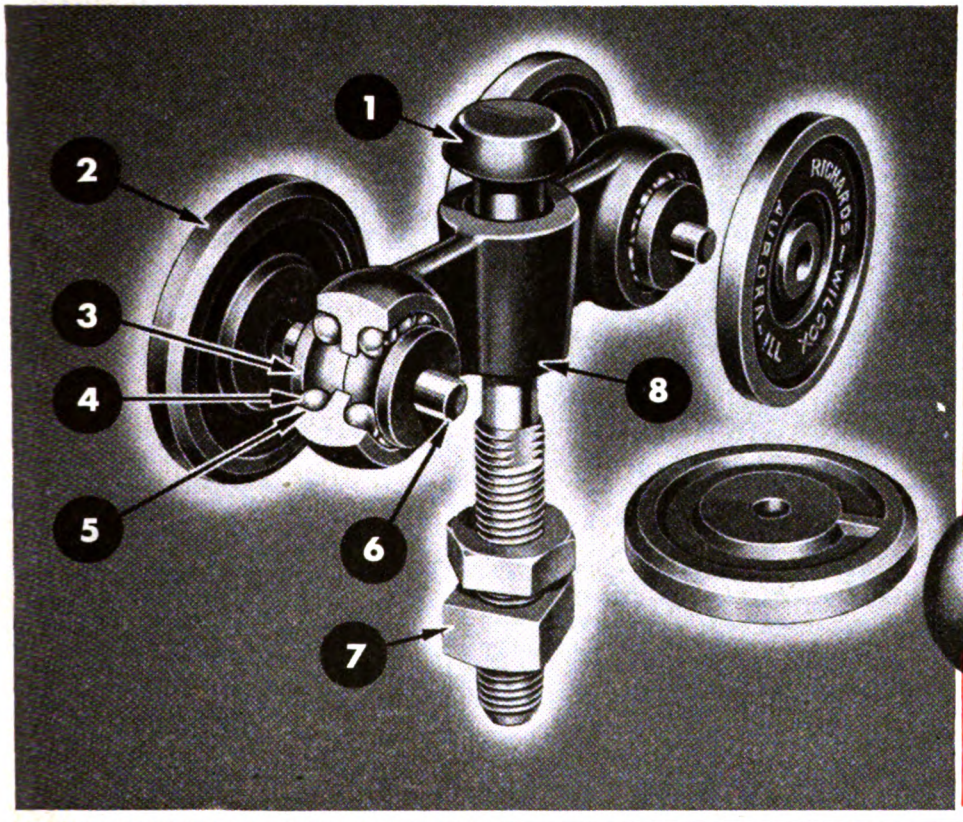
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RICHARDS-WILCOX
Ball-Bearing Door Hangers
Lead the League!



There's one outstanding feature that keeps R-W Door Hangers out in front—ball bearings! Buyers know that the friction-free roll of ball bearings means smooth, effortless, long-life operation. **And they know, too, that door size is no problem with R-W** Drop Forged, All-Steel, Ball-Bearing Door Hangers specifically designed for doors weighing up to 1600 pounds each.

Long years of experience in blending top engineering and manufacturing skill with finest quality materials have made R-W Ball-Bearing Door Hangers and Lock-joint Trolley Track the outstanding line of sliding door hardware. It pays to use the best—always specify R-W equipment.



8 reasons why R-W Door Hangers are *TOPS!*

1 PENDANT—extra strong—wrought steel.

2 WHEELS—drop forged steel—extra strong—longer life—unbreakable.

3 BEARING CONES—turned from solid bar steel—hardened.

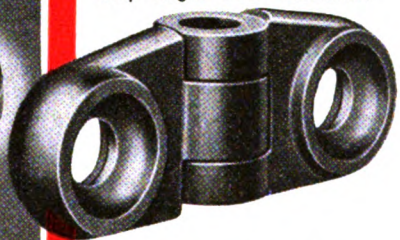
4 BALL-BEARINGS—"A" grade steel balls of generous size provide easy operation.

5 BALL-BEARING Raceways—integral with frame—cannot loosen or get out of alignment.

6 STEEL AXLE—securely riveted to wheels.

7 STEEL NUTS—load carrying and lock nuts, for vertical adjustments of door.

8 RIGID FRAME—one-piece, drop forged steel—hardened.



KNUCKLE-JOINT FRAME
Drop forged steel, hardened. For hangers operating in curved tracks.

1880 RICHARDS WILCOX R-W AURORA TRADE MARK 1948
OVER 68 YEARS

Richards-Wilcox Mfg. Co.
"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A.
Branches: New York Chicago Boston Philadelphia Cleveland Cincinnati Washington, D. C. Indianapolis St. Louis New Orleans Des Moines Minneapolis Kansas City Los Angeles San Francisco Omaha Seattle Detroit Atlanta Pittsburgh

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Camillus Consumer Advertising Continues

Yes, advertising in these leading magazines continues to set up the customer acceptance and demand that produces easier sales, speeds turnover and builds profits. Fine quality plus forceful packaging, display, promotion and advertising makes Camillus the outstanding pocket knife line in America. Tie in to this aggressive program by featuring Camillus. Promote it, advertise it and see the sales roll in. Camillus Cutlery Company, New York 17, N. Y.

CAMILLUS *has the edge!*

WHAT'S NEW

G.E. 4-Lamp Package

General Electric Co., Nela Park, Cleveland, Ohio, has after considerable research designed a four-lamp package.



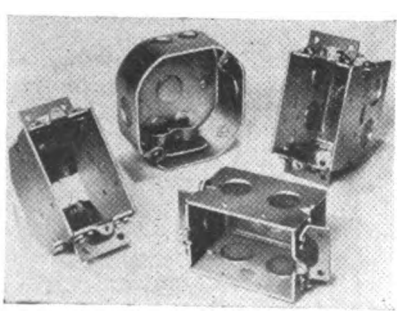
Package saves space in dealer's stock rooms, on his shelves, in his bins and in his displays. Package is a display piece in itself. This smart looking, compact, sturdy package is easy to carry. Package dispenses with the lamps jumping out of sleeves, and also prevents the bulbs from being broken during transit. The package is also easy to store and to use. Units which contain four bulbs each are made up with 60, 100 and 40 watt bulbs.

'Kleen-Up' Rake

Rugg Mfg. Co., Greenfield, Mass., has added model 48 "Kleen-Up" to its line of spring steel lawn rakes. Rake has 22 teeth of high carbon spring steel and a 48 in. hardwood handle. Heads are enclosed in a carton and handles are bundled and enclosed in a heavy paper bag. One nail is all that is necessary for assembly. Suggested to retail at $1.

Aluminum Switch Outlet Boxes

W. T. Driver, Minneapolis, Minn., is offering electric switch and outlet boxes made from aluminum. The boxes cost less to ship than steel boxes and have REA approval, as they will not rust or corrode. Maker states the boxes have been approved by Underwriters Laboratories, Inc., Chicago.



SOMETHING BRAND NEW!

A real Spring Steel Lawn Rake to sell UNDER $1.00

The new #48 "KLEEN-UP"



Send for a sample and start your **KLEEN-UP for 1948**

RUGG

And DON'T FORGET OLD RELIABLE #41 KLEEN SWEEP the fastest selling Lawn Rake on the market today.



Both KLEEN SWEEP and KLEEN-UP are sold through Hardware JOBBERS.

NOTE: Some territories are open for live wire distributors.

Better write today!

RUGG MFG. COMPANY

GREENFIELD, MASS.

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EASIER ALE



THE HURRICANE

Automatic Governor Controlled POWER LAWNMOWER

LIGHT WEIGHT . . . POWERFUL . . .
MANEUVERABLE . . . PROFITABLE . . .

Here's the power lawnmower that is sweeping the country like a gale . . . in popularity among users . . . and profits for dealers. The HURRICANE has been tested and proved in practically every section of the country. And the 1948 model is now ready with new, improved trigger-fast governor control—new 2½ H.P. engine—new hardened tip blades that will make it an even faster selling unit. Once sold, the HURRICANE stays sold. Its trouble-free operation assures complete customer satisfaction.



Check These BIG Selling Features

★ **Light Weight**—Carriage designed for lightness in weight combined with structural sturdiness. Bed is all cast aluminum.

★ **Even Cutting**—Four fully ball bearing wheels with 1.75 in. x 10 in. zero pressure tires. All wheels same diameter; insures cutting blade operating on an ever plane, at all times.

★ **Maneuverability** — Handle designed for full floating operation; remains at constant level in the grasp allowing machine to float or conform to contour of lawn. Slight pressure on the handle hinge pins guides machine.

★ **Blade Driving Unit** is completely ball bearing friction type with ample tension to absorb all power of the engine. When striking immovable objects, it slips, protecting blade, engine crankshaft and driving mechanism.

★ **4-Cycle Trouble-proof Engine** easily started by short pull on starting pulley. Has the new inbuilt trigger-fast automatic governor. Will operate without throttle or any hand control. Keeps speed of engine and cutting blade constant whether cutting heavy or light grass or weeds.

★ **Grass Distributed** evenly over the lawn due to arrangement of special housing of the cutting blade; prevents windrowing.

JOBBERS—Write direct for complete information about The HURRICANE and how it can fit into your profit picture.

NATIONAL METAL PRODUCTS CO. 2722 CHERRY ST. KANSAS CITY, MO.

Get in Touch with Your Nearest Jobber

The jobbers listed below can supply you with The Hurricane Power Lawnmower. If no jobber near you, write us direct.

Benson Implement & Appliance
Omaha, Nebraska

Bering-Cortes Hardware Co.
Houston, Texas

Browne Equipment Co.
Columbus, Ohio

Bruce Boats & Motors
Jacksonville, Florida

Nelson Radio & Supply Co.
Mobile, Alabama

North Jersey Equipment
Newark, New Jersey

Old Dominion Motor Co.
Norfolk, Virginia

Pacific Supply Cooperative
Walla Walla, Washington

Raymond Lake Motors
Cleveland, Ohio

St. Louis Distributing Co.
St. Louis 10, Mo.

Buyrn, Old & Eaton, Inc.
Norfolk, Virginia

Haw Hardware Co.
Ottumwa, Iowa

Knapp & Spencer
Sioux City, Iowa

W. J. Krebs Sales Co.
Corpus Christi, Texas

Magnolia Seed Co.
Dallas, Texas

Neff Marine Co.
Milwaukee, Wisconsin

Stratton Baldwin Co.
New Orleans, Louisiana

Stratton-Warren Hardware Co.
Memphis, Tennessee

Stuckman Tire Service
Bluefield, West Virginia

Teague Hardware Co.
Montgomery, Alabama

Carmen Lude, Inc.
Charlotte, North Carolina

Cox Motor Co.
Washington, North Carolina

General Supply Co.
Kansas City, Missouri

Keith-Simmons Co., Inc.
Nashville, Tennessee

Speer Hardware Co.
Fort Smith, Arkansas

Excelsior Stove & Mfg. Co.
Oklahoma City, Oklahoma

Wiley Stewart Machinery Co.
Oklahoma City, Oklahoma

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TRIPLEX threaded fasteners are tough, time-tested fasteners. Your customers do not pay for fancy finishes, but get accurate free running threads and tough, rugged, dependable holding power. Those are the important things in buying any threaded fastener.

Write today for free wall chart or complete new catalog. Both are helpful guides to simplify buying.

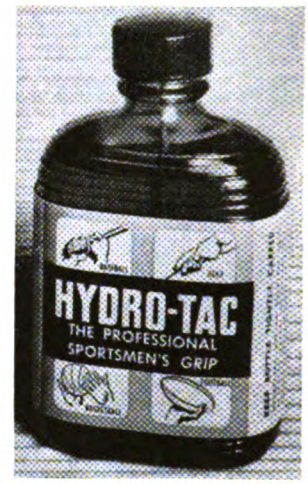
THE TRIPLEX SCREW CO.
5317 GRANT AVENUE
CLEVELAND 5, OHIO

TRIPLEX THREADED FASTENERS
CAP AND SET SCREWS · BOLTS, NUTS AND RIVETS

WHAT'S NEW

'Hydro-Tac'

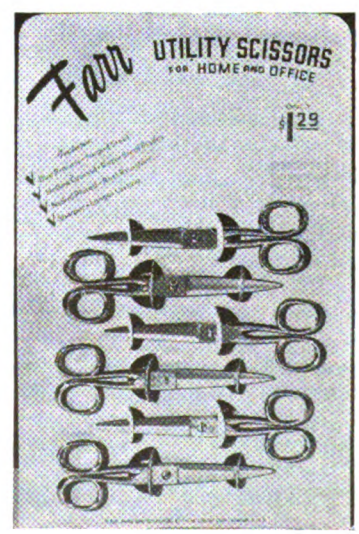
Hydro-Chemical Co., Inc., East Hartford, Conn., is offering a liquid hand preparation for better gripping. Prep-



aration is designed for wet conditions, is sanitary and is claimed not to transfer from the hands to clothing, food, etc. When applied to hands for contact with golf clubs, basket or footballs, it is said to assure instant grip.

'Slick-Snip' Utility Scissors

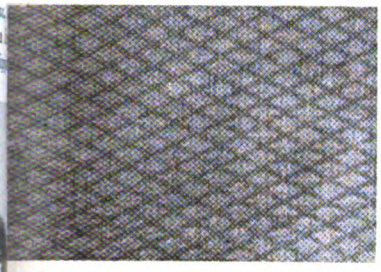
The Payne Cutlery Corp., Newark, N. J., offers the Farr "Slick-Snip" utility scissors. New process allows the hollow-ground blades of the "Slick-Snip" to be made of high-carbon steel of razor blade quality. Scissor is smoothly finished and heavily nickel plated. Can be used in home or office and for cutting thin wire, metal foil, plastic sheeting, etc. Suggested to retail for $1.39, the shears are available on a colorful easel-backed counter display that holds six 6 in. scissors.



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ayoneze Fabric

Crown Mark Corp., 155 E. 44th St., ew York City, is distributing Rayon- e a non-woven 100 per cent rayon bric. This material is said to be



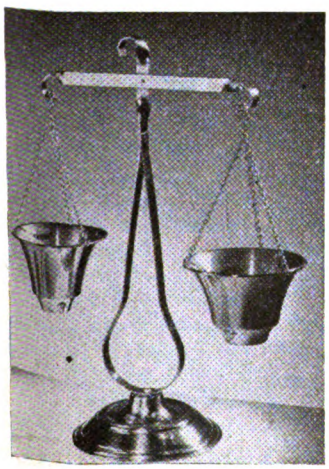
lameproof and easy to drape, pleat and uff for display purposes, both window nd interior. Maker claims that it is a uality fabric and yet is so inexpensive hat it can be disposed of after one use with no appreciable expense involved. It is made from webs of aligned fibre which come off carding machines in a side web. Several webs are laid over each other to form a lap. Next the lap is run through rollers and overprinted with a liquid plastic that binds each fibre in place, forming fabric.

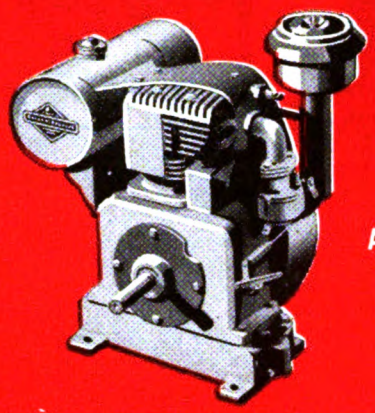
Whitlock Catalog

Whitlock Corp., 17 Warren St., New York City, 7 has issued catalog no. 2 which covers builders' hardware, auxiliary locks, padlocks, cabinet locks, security hardware, cylinder and lock parts, luggage hardware, shop equipment, key accessories, automotive hardware, door closers and parts and key blanks. Illustrations and specifications are included on all items.

Scale Type Flower Holder

The Nagel Metal Spinning & Mfg. Co., 400 E. First St., Dayton 2, Ohio, is offering a scale type flower holder hand-wrought from solid copper. Overall height is 16 in. with 4 in. diameter copper flower pots. Unit is suggested to retail for $8.25. Also available is a copper wall flower holder with a 4 in. diameter pot. It is suggested to retail for $2.98.





AIR COOLED POWER

The Value of Experience

4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES
Preferred Power
FOR INDUSTRIAL CONSTRUCTION RAILROAD AND FARM EQUIPMENT

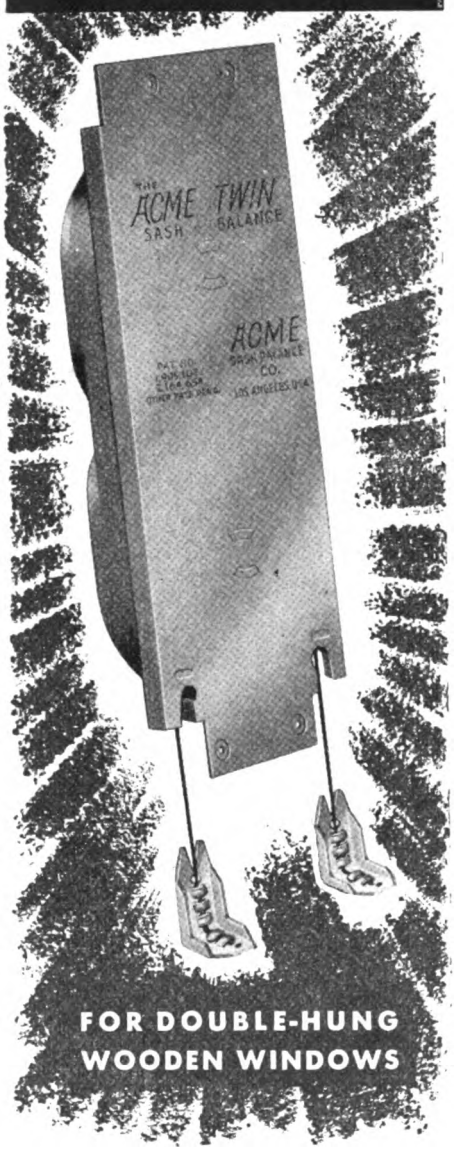
Briggs & Stratton engines have no equal in value and performance . . . because they incorporate the engineering, technical and manufacturing *experience* gained in building more than 3¼ *million* air-cooled engines in the past 28 years of *continuous production.*

This unmatched experience is the reason why more and more Briggs & Stratton 4-cycle air-cooled engines are "Preferred Power" for an ever-increasing range of applications in every field requiring dependable gasoline power.

BRIGGS & STRATTON CORPORATION, MILWAUKEE 1, WIS., U. S. A.

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ACME TWIN SASH BALANCE



FOR DOUBLE-HUNG WOODEN WINDOWS

Easier, Faster and More Economical to Install than any other type sash balance.

See your hardware or building supply jobber or write direct for literature and prices.

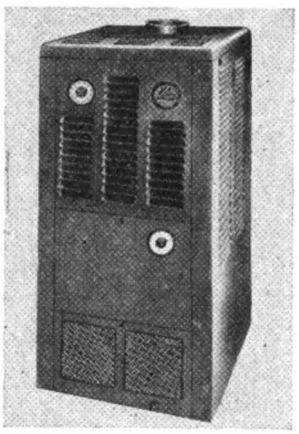
ACME

SASH BALANCE COMPANY
1626 Long Beach Ave.
Los Angeles 21, Calif.

WHAT'S NEW

Free-Aire Oil Heater

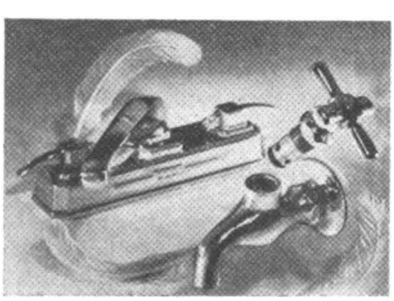
The Kehm Corp., 153 S. LaSalle St., Chicago, Ill., offers Free-Aire coal and oil heaters. The heaters are used as



furnaces for both conventional duct systems and with the Free-Aire minimum duct systems for low cost homes. Also used for pipeless furnace arrangements and for stove heating. Oil unit, shown, has 1/40th H.P. motor and removable and adjustable discharge grille. Features removable panel for cold air return, ball flame mechanical draft, vaporizing oil burner with motor blower and constant level valve. Has propeller type fan and any speed up to 600 C.F.M. Available for manual or with electric head and thermostat. 70,000 BTU output. Coal unit has 1/40th H.P. motor, insulated against heat. Rocking and dumping type grates, removable ash pan, ground cast doors and draft controls and an 18 in. brick refractory fire pot. 85,000 BTU output. Cased in a 24 by 24 by 50 brown baked enamel cabinet.

Feather-Touch Plumbing Fixtures

H. B. Salter Mfg. Co., Marysville, Ohio, is offering the Feather-Touch line of plumbing fixtures, eliminating metal valve seats, washers or ordinary packing. When the cap is unscrewed.



the whole works is removed. Salter Feather-Touch valves utilize the positive sealing efficiency of "O" rings. These wear resisting rings of special synthetic rubber are impervious to extremes of heat and cold as well as the deteriorating action of all liquids, says the maker. Feather-Touch opening and closing is achieved by a precision machined, polished and chrome plated one piece stem sliding through the two "O" rings. Stem is always wiped clean as it closes to provide drip-proof service. Salter Feather-Touch Fixtures are available in a variety of kitchen and lavatory fixtures and faucets. Line will be expanded to include other patterns including built-in fixtures within the near future.

'Swingmaster' Can Opener

Steel Products Mfg. Co., 4100 Beck St., St. Louis, Mo., offers the automatic lid lifting can opener known as the

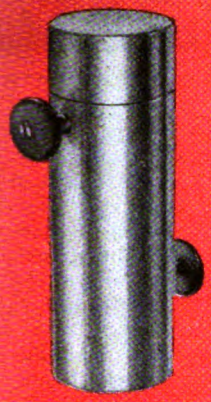


"Swingmaster." Said to be cleaner, more sanitary and helps prevent lid from dipping into can contents. No need to grab a sharp-edged lid as you turn the can.

Plastic Enamel Repair Coating

Ark Laboratory, P. O. Box 5726 Chicago, Ill., has developed an easy to apply repair coating for enamel surface. Known as E.N.A., it is said to cost nine cents for an average chipped enamel surface. Like grafting skin it is applied to chipped parts of electric and gas ranges, bath tubs, barber chairs, refrigerators, etc. Coating is said to remove sources of infection, and prevent corrosive action. E.N.A. display is available to dealers. Ideal for plumbers, service men, manufacturers and dealers.

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KONGA COCKTAIL SHAKER



KAKOVER



BEVERAGE SET

Successful stores need 2 kinds of sales

...and the KROMEX line builds both

The planned purchase may be your bread and butter...where the customer comes in to fill a specific need. But the impulse purchase is your cake and the icing on it...that extra profit sale that the shopper "didn't come in for" but couldn't resist.

The Kromex line is designed for successful stores that want both kinds of sales. Look at these Kromex products. See how they meet specific housewares needs. See how they go on from there to imaginative, exciting, irresistible gift and party items. Put this "eye-buy" appeal on your counter...and pocket a better-than-fair profit margin.



FRIG-I-TOR



KEY VAC VACUUM COFFEE MAKER



PERCOLATOR



TEA KETTLE

Kromex

Enduringly Beautiful

★ For complete details come to Booth 1004-1006-1008

NATIONAL HOUSEWARES SHOW
INTERNATIONAL AMPHITHEATRE
CHICAGO, ILL., JAN. 15 TO 22

★ *Also see Exhibit 17-39 at American Furniture Mart, Chicago, Ill., Jan. 5 to 17 and at other National and Major Regional Shows.*

Kromex, Cleveland 8, Ohio

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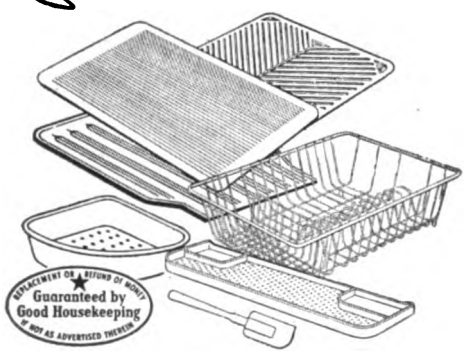


Here's a Line...

you can Safely Build on

Rubbermaid

Housewares



The only "Home Engineered" line of rubber housewares where each household *need* is painstakingly studied and then a product designed to fill that need.

To make this product the finest possible, Rubbermaid engineers use a compound of 12 perfectly balanced ingredients.

RESULT: *Rubbermaid Housewares* . . . the Quality Brand that cushions shock and assures long life resistance to soap, cleansers, grease, scalding water and heat.

★

The complete, Nationally Advertised Line

Rubbermaid is backing you with 104,000,000 Reader Impacts in leading National Women's magazines . . . Write for integrated Dealer Helps.

THE WOOSTER RUBBER COMPANY
Dept. HA 1, WOOSTER, OHIO

WHAT'S NEW

Coal-Gas Range

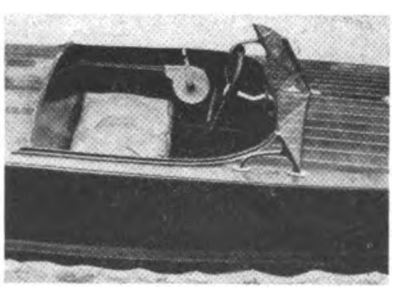
This range (bungalow type) is fully enameled inside and outside, with a large oven 18 in. wide x 14 in. high.



Oven has automatic temperature control and instantly removable "Uniflow" oven racks and guides to make cleaning easier. The large broiler-ball-bearing rollers are located beneath oven and four top burners are equipped with automatic lighters to burn city or bottled gas. The inner body is welded construction and enameled in one piece, to provide an air-tight construction and sturdiness. The coal and wood section can be used for additional top cooking space, as a kitchen heater, a trash burner, and can be equipped with water jacket for connection to water heating system. The shipping weight is 455 pounds. Suggested retail selling price $197.50. *Majestic Mfg. Co.*, 2134 Delmar Blvd., St. Louis 3, Mo.

Outboard Motor Remote Control Mechanism

Fox River Mfg. Co., Oshkosh, Wis., has devised a remote control mechanism which permits outboard motor owners to drive the boats from the front seat as well as the stern. Control directly employs the motor mechanism for automatic synchronization of spark and throttle at all speeds. It can be attached to motor and connected to boat in less than an hour and without drilling or special tools, says maker. All parts are processed against the deteriorating effects of salt water. Unit permits driving a boat on a plane surface with consequent increased speed and smooth riding. For fisherman it gives more room in the stern for handling lines and bringing in the catch. It has been designed to date for Mercury outboard motors only.

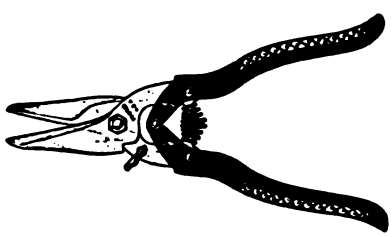


Drill Press-Tool Room Vise

Industrial Enterprises, Inc., 201 Sixth St., Racine, Wis., is making the Hartmann "600" drill press and tool room vise which is said to save time due to its immediate action in bringing the jaws together and clamping the object by easily pulling the locking lever. Tool also features a direct muscular action which is employed in manipulating the push lock rod and lever. Unit is finished in crackle green. All bars and locking mechanism are hardened and ground for precision accuracy. The tool has a range from 0 to seven in. "600" is a basic frame for jigs and fixtures for grinding, drilling and tapping. Suggested to retail for $38.00.

Pentco Snips

Penn Tool Co., Inc., 124-132 E. Cumberland St., Philadelpthia 25, Pa., is offering compound action Pentco Snips. Tool has serrated, removable double-beveled blades made of alloy steel which are said to cut with ease, all grades of steel without slipping. Heavy steel handles are shaped and knurled for easy grip. Snips cut straight, right and left. Has tempered coil springs and special clip to lock blades when not in use. Model 185, 8 in. long cuts up to 1½ in, suggested to retail for $2.50; model 190, 10 in. long, cuts up to 2 in., suggested to retail for $4; model 195, 12½ in. long, cuts up to 2½ in., suggested to retail for $4.50. Pentco heavy duty aviation snips, are 10 in. long, cut to 1¼ in., and retail for $3.50.



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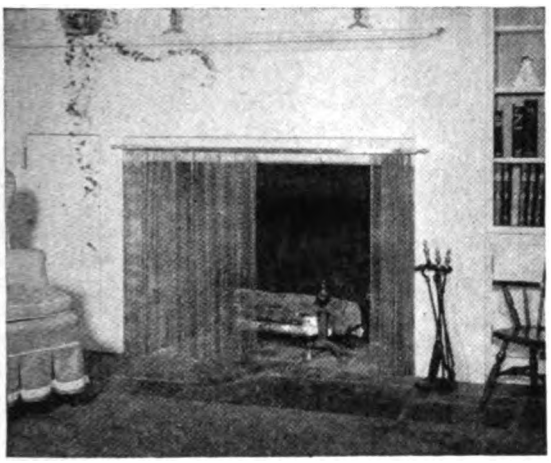
HY THEY BUY

Flexscreen
REG. U.S. & CANADA PAT. OFF.

SAFETY FIREPLACE CURTAINS

EVERY FIREPLACE OWNER A PROSPECT . . .

Not only every prospective home owner, but *everyone who has a fireplace* is a prospect for Flexscreen's beauty, safety and convenience.



EYE AND BUY APPEALING FEATURES . . .

Flexscreen is an eye-stopper in any store display. Its sheer, graceful folds have a striking beauty that's Flexscreen's alone. It's *absolutely spark-proof,* but lets *more firelight* shine through its flexible, woven-metal curtain. There's a style, type and finish for *any* fireplace—and it's built for lifelong service, satisfaction. Exclusive Unipull control slides curtains open or closed at the touch of one hand—there's nothing to lift aside when fuel is added.

QUICK TURNOVER, GREATER PROFITS . . .

Flexscreen's powerful customer appeal leads to quick, on-the-spot selling . . . of a quality item! Strong national advertising, backing up Flexscreen's inherent sales appeals, has created an unequalled, constantly growing demand.

For *you,* the great Flexscreen demand can mean an unprecedented turnover—and greater profits!

Write us at 128 North Street for our Catalog or ask our Representative to call.

Makers of Fresh-Aire Fireplace Units

BENNETT-IRELAND INC.
Serving since 1906
NORWICH, NEW YORK

HOLD THAT PROFIT MARGIN— AND PROSPER



Genuine Copper

You always are protected on your full profit when you sell

THE CHORE GIRL
POT CLEANER

Never sold except through legitimate trade channels.

And to help your sales The Chore Girl is advertised the year 'round in 31 magazines with a total circulation of

39,528,667

The Chore Girl advertising is read by *all* your customers. Cash in on this goodwill.

THE CHORE GIRL
OFFERS

BIGGER PROFITS
REPEAT SALES
RAPID TURNOVER
CONSUMER ACCEPTANCE

METAL TEXTILE CORPORATION
ORANGE, N. J.
Feature The Chore Girl Family Line

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Make EXTRA profits! Build EXTRA volume! — How? Just say . . . "You'll need Plaster-Stik, too," with every sale of paint.

Plaster-Stik is the *modern* answer to the age-old problem of filling hair-line cracks in walls and woodwork before painting. So many advantages with Plaster-Stik:

NO DELAY. Always ready for instant use!

NO WATER — NO MUSS, no mixing, no waste.

APPLY WITH ONE HAND. Just draw over crack, smooth with finger or knife edge.

HARDENS PERMANENTLY in just a few hours, can be painted over immediately.

ECONOMICAL. Entire stick usable.

. . . And, for greater sales appeal CELLOPHANE WRAPPED for easy inspection without breaking a package seal.

Packed two dozen sticks, individually carded, in colorful counter display carton. Order from your jobber today.

FREE STIK. Use coupon below to secure a full-size Plaster-Stik FREE; let your sales people try Plaster-Stik and watch sales zoom!



506-B Third St., Des Moines 9, Iowa.

Name of Store _____

By _____ Title _____

Address _____

City _____ State _____

We have _____ people selling paint in our store

WHAT'S NEW

Lustro Ware Mixer

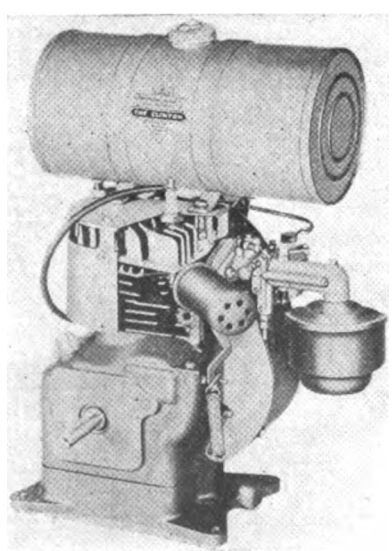
Columbus Plastic Products Co., Inc., Columbus, Ohio, is introducing a drip proof mixer and measuring cup. Has an agitator top which when placed



squarely on the cup makes a leakproof seal. Mixers are made of Dow Styron and are resistant to alcohols and acids, says maker. Light in weight and easily grasped it appeals to housewives for smooth blending of all liquids and powdered ingredients. Makes a handy cocktail shaker. Cup part of the mixer is translucent and has accurate ¼ and 1/3 cup graduations for measuring. Mixers are packed 1 doz. to the container in assorted colors. Suggested to retail for 29 cents.

Clinton Engine

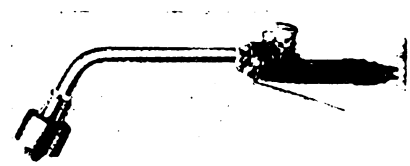
Clinton Machine Co., Clinton, Mich., offers a precision built engine weighing about 47 lbs. Various bases are available for special mounting on different types of equipment. Oil filler is located on top of the crank case and drainage can be had from either end. Gear reductions are available in ratios of 6 to 1, 4 to 1 and 2 to 1 as required. The



direction of rotation, viewed from power take off shaft end, is counter clockwise. It is finished with one coat of rust inhibiting primer and one coat of heat resisting enamel. Engine has a Tillotson float fed carburetor and bowl type gasoline strainer with shut-off; fuel tank has 5 qt. capacity. Valve tappets are hardened and ground and the cylinder head is cast aluminum with large cooling area. H.P. is 2½ to 3, 2600 to 3600 RPM. Valves are forged steel and exhaust valve is provided with resistant steel head.

Gas-Air Blowpipe

Weldit, Inc., 990 Oakman Blvd., Detroit 6, Mich., is offering the Weldimatic model C-47 gas-air blow-pipe designed for use with manufactured or natural gas, propane and compressed air on heating, annealing or soldering operations. Made of aluminum alloy, the unit combines the features of the original Weldit blow-pipe and the Weldit C-46 with the added advantage



of lightness of weight, increased capacity and improved balance and grip, according to the maker. C-47 automatically reduces the flame to a small pilot light during idle moments. When operators grasp the handle to resume work, the blowpipe relights instantly at the original adjustment. Model provides a comfortable grip for the operator with improved accessibility of valves and seat adjustments. Longer lever provides for easy flame control regardless of what position the blowpipe is held.

'Snap-Cut' Pruner

Seymour Smith & Son, Inc., Oakville, Conn., is offering the aluminum body No. 419 "Snap-Cut" pruner. Streamlined body is made of heat treated airplane aluminum. Blade is made from alloy steel, hardened, tempered, ground and polished. Knurled hand-grips are of non-slip type, says maker. One-finger catch, built-in at convenient position can be operated by index finger or thumb of either hand. Anodized aluminum finish forms a hard wearing surface that will not stain the hands. Pruner is said to cut ¾ in. brances with ease. Packed in individual boxes, 6 to a display box.

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Heavy Duty Power-Pak Fire-Extinguisher

Power-Pak Products, Inc., 43 Pearl St., Buffalo 2, N. Y., has added a heavy duty size for emergency use in the home, auto and garage. Model contains 2½ lbs. of CO_2. With the increased

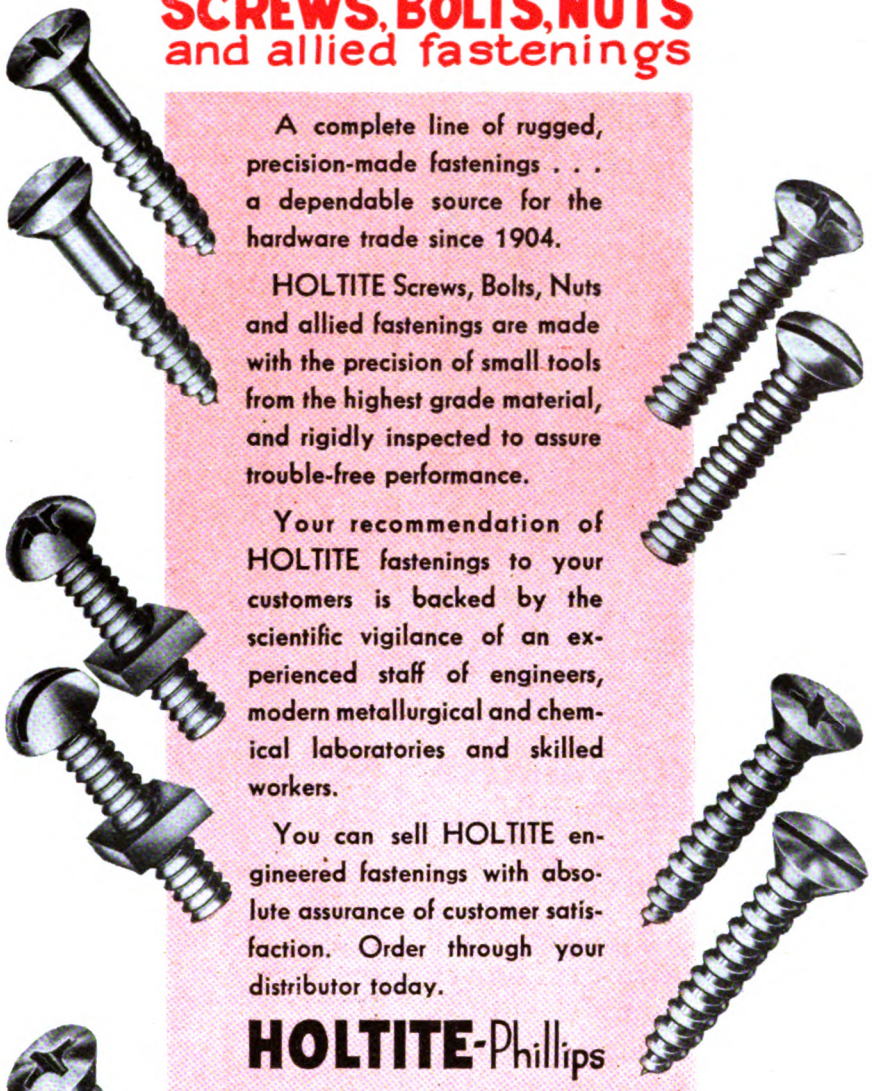


capacity, the unit will inflate not only a doz. average size passenger tires but large commercial tires as well. It is an effective extinguisher for larger inflammable liquid, grease, oil, electrical and wood surface fires, says the maker. Compact and weighing 8½ lbs., a metal grip facilitates handling. Cylinder measures 17 in. long and 3½ in. in diameter.

Congoleum 1948 Patterns

Congoleum-Nairn, Inc., Kearny, N. J., offers 40 new patterns in Gold Seal Congoleum rugs, Gold Seal Congoleum by-the-yard, Congowall and Nairn linoleum. The 13 Gold Seal Congoleum rugs include four tiles, two marbleized patterns, four florals, and two Chinese moderns with a golden wheat recoloring. Living room and bedroom patterns are available in both small and large floral effects. Two Chinese modern designs with leaf damask grounds have large floral group motifs in each corner with smaller floral groupings interspersed throughout. Of the 10 Gold Seal Congoleum by-the-yard patterns there are six in 8/4 and five in 12/4. Hooked rug patterns are offered in pearl gray and pink and in standard hooked colors of leather tan and rose. An addition to the line is in the Veltex group—wood tone striated design. New patterns have been added to the Nairn inlaid linoleum line including accent plains; Veltones is ⅛ in. heavy and standard gages; three Karnean geometrics with a Chinese modern key motif and a Veltex. Saddle brown plain has been added in both standard and heavy gage. Apple green plain linoleum has been added in standard gage only.

HOLTITE
SCREWS, BOLTS, NUTS
and allied fastenings



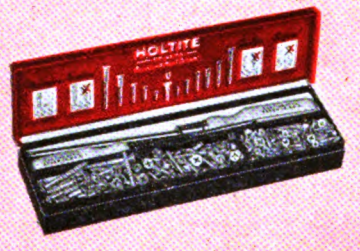
A complete line of rugged, precision-made fastenings . . . a dependable source for the hardware trade since 1904.

HOLTITE Screws, Bolts, Nuts and allied fastenings are made with the precision of small tools from the highest grade material, and rigidly inspected to assure trouble-free performance.

Your recommendation of HOLTITE fastenings to your customers is backed by the scientific vigilance of an experienced staff of engineers, modern metallurgical and chemical laboratories and skilled workers.

You can sell HOLTITE engineered fastenings with absolute assurance of customer satisfaction. Order through your distributor today.

HOLTITE-Phillips



For extra profits display the colorful HOLTITE-Phillips Household Utility Kit No. 2 containing an assortment of 22 dozen flat head steel Wood Screws in most commonly used lengths, in diameters from No. 5 to 12, with 2 Phillips drivers Nos. 2A and 3A.

Specify HOLTITE to your Distributor

CONTINENTAL
SCREW CO. New Bedford, Mass., U.S.A.

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Jacobsen Water Systems



SALES of Jacobsen home water systems are satisfying transactions for both you and your customers.

Designed by experienced pump engineers, every Jacobsen pump is built to render the same long-lasting dependable service that owners of Jacobsen grass-cutting equipment expect as a matter of course.

Included in the line are deep and shallow well jet types and reciprocating models to meet every domestic pumping condition.

★ Jacobsen
MANUFACTURING COMPANY
RACINE, WISCONSIN
SUBSIDIARIES
WORTHINGTON MOWER COMPANY
STROUDSBURG, PA.
JOHNSTON LAWN MOWER CORPORATION
OTTUMWA, IOWA

WHAT'S NEW

Single-Barrel Shotgun Choke

The Poly-Choke Co., Inc., Hartford 1, Conn., offers a ventilated Poly-choke, combination of the original Poly-choke together with a recoil reducer. The



ventilated sleeve for the unit offers shooting comfort and better patterns to gunners who shoot with a single, says maker. Smashing recoil is claimed to be reduced to a minimum by the design of the ventilator slots. Shot patterns are made more uniform by reducing gas pressure as the shot leaves the gun barrel. It is available in 12, 16, and 20 gage sizes for all makes of single-barrel shotguns. It is precision machined of electric furnace steel and heat treated to give it a tensile strength many times greater than the barrel itself. Poly-Choke with ventilated sleeve, completely installed is suggested to retail for $18.75. Ventilated sleeve, only, is to retail for $7.

Termite Rotary Drill

Concrete Termite Sales Co., 2301 Main St., Santa Monica, Cal., is making a concrete termite rotary drill which depends on a rotary pulverizing action to drill straight, clean true holes through any masonry-like material. Drills are available in 1/16 in. sizes from ½ to 1½ in. diameters. Concrete termites are used with any electric drill according to maker. Features incorporated in the pulverizing tips are said to give the drills their boring speed and long life. It is said that 3 in. of concrete can be drilled in less than 50 seconds using a ½ in. drill.

A HUNDRED FARM USES MAKE
Year-Round Sales

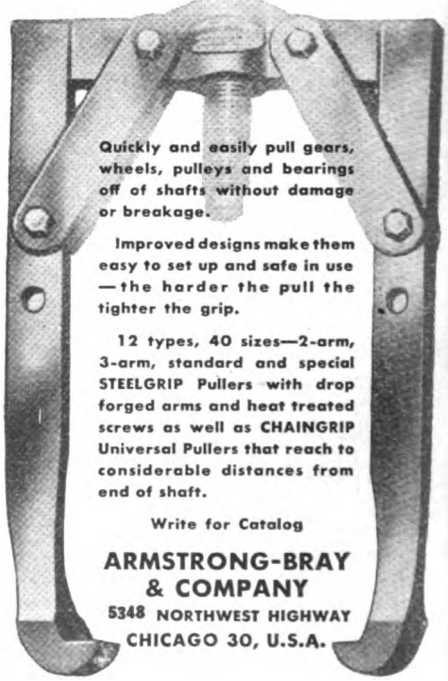


BURNS ★ THAWS ★ DISINFECTS

Farmers, gardeners, poultrymen, plumbers find the Cedarberg Flame Thrower indispensable. Just the thing for burning weeds along fencerows; killing insects and destroying their breeding places; disinfecting poultry yards and runways; thawing out frozen machinery. Operates for 2½ hours or more on a gallon of kerosene. No. 1 range oil, or tractor fuel. Consider the advantages of the all-welded steel construction . . . self-contained unit (no hose connections) . . . light weight, one hand operated . . . non-plug ring nozzle generator—an advancement over the usual coil type. Designed for maximum safety. 32½" length . . . weighs 8½ lbs. . . . retails at $17.95. Advertised to 2½ million farmers monthly. *Ask for literature.*

CEDARBERG MFG. CO. MINNEAPOLIS, MINN.
Cedarberg MFG. CO., Inc.
533 South Fourth St. • Minneapolis 15, Minn.

ARMSTRONG-BRAY
GEAR and WHEEL PULLERS



Quickly and easily pull gears, wheels, pulleys and bearings off of shafts without damage or breakage.

Improved designs make them easy to set up and safe in use—the harder the pull the tighter the grip.

12 types, 40 sizes—2-arm, 3-arm, standard and special STEELGRIP Pullers with drop forged arms and heat treated screws as well as CHAINGRIP Universal Pullers that reach to considerable distances from end of shaft.

Write for Catalog

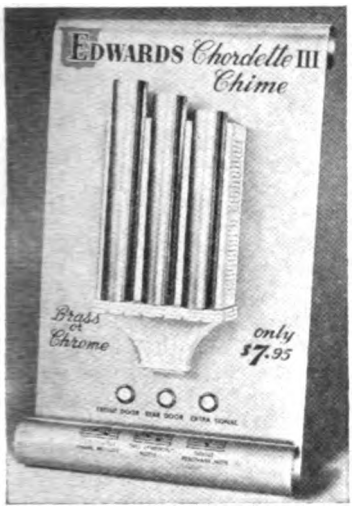
ARMSTRONG-BRAY & COMPANY
5348 NORTHWEST HIGHWAY
CHICAGO 30, U.S.A.



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Edwards Three-Way Door Chime

Edwards & Co., Norwalk, Conn., is offering a 3-way door chime, the Chordette III. It features three completely different musical signals — continuous harmony chord that sounds as long as



the caller presses the button, two symphonic notes in sequence and a single resonant note. One is used for the front door, one for the back and the third for a side entrance or to code-page members of the family for phone calls. Chime is available in two finishes, white and chrome or mahogany and brass. Each is packaged in a gift carton. Edwards supplies dealers with an attractive metal counter merchandiser designed to take up a minimum of counter space. It invites customers to operate push buttons and listen to the various notes.

Suggested retail selling price is $7.95.

'Meteor' Cheese Slicer

Meteor Mfg. Corp., 24 Glenwood Ave., Buffalo, N. Y., is offering a cheese slicer packed in an individual box with a clear view acetate cover. Slicer has a plaskon plastic handle, an anodized hard aluminum frame and high tensile strength music-wire cutting edge. Hand



grip is made in red or yellow. Packed one doz. assorted color handles, per case, 12 cases per carton. Each weighs 4 oz., per doz. 3 lbs., per gross, 36 lbs.

Introducing

VENETIAN *No Drafft* VENTILATOR

PAT. APP. FOR



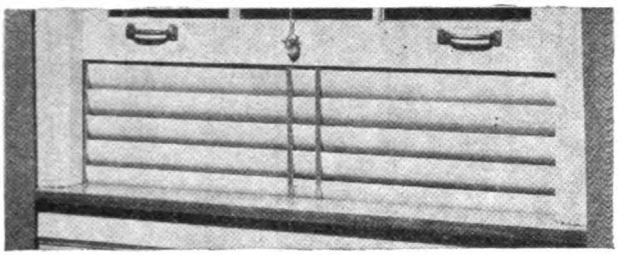
ASSURED PRIVACY
For every room



SAFE FOR BABY
No direct drafts



WEATHER PROOFING
Close window any time



The 12-Month Ventilator — Weatherproof — Safe For MODERN Homes, Offices, Hotels, Hospitals

- No rain can come in
- Adjustable for all windows
- Key slots give semi-permanent installation
- Inside, outside, or under window
- 6 most popular colors, including eggshell
- Individually packaged, 12 or 24 to carton
- Bonderized, galvanized, baked enamel
- Steel and aluminum construction

MODEL No. 934, 9" tall, extends from 18" to 34" To retail at..... $1.89

MODEL No. 946, 9" tall, extends from 24" to 46". To retail at..... $2.19

MANUFACTURED BY

ASSOCIATED VENETIAN BLIND CO., Inc.
940 W. ROOSEVELT ROAD, CHICAGO 8, ILL.

If your jobber has not yet received his supply, write us for nearest jobber in your territory.

ONE OF THE HANDIEST ITEMS EVER SOLD IN A HARDWARE STORE

Don't say it is just a hank of Sash Cord — when, as a matter of fact, it has more uses around the home and shop than a dozen 3-way screw drivers and all of the combination what-nots on your shelves.

It does everything — window cord, clothes line, calf tie, tent stay, trunk rope, cow halter, well rope, boat mooring, bell rope, holds down a load on a car roof or the canvas cover on a haystack, ties out the dog or ties in the baby.

There is nothing handier than a hank of tough, durable braided cotton cord — because it ties and unties readily, is easy on the hands, and does not kink or ravel. It can be used over and over again for years and years.

Carry more sizes in stock — sell more braided cord — sell SAMSON cord.



SAMSON SOLID BRAIDED COTTON CORDS

All sizes from 1/16 inch to 1 inch diameter. Special kinds for special uses. Send for catalog and samples.

SAMSON CORDAGE WORKS • BOSTON 10, MASS.

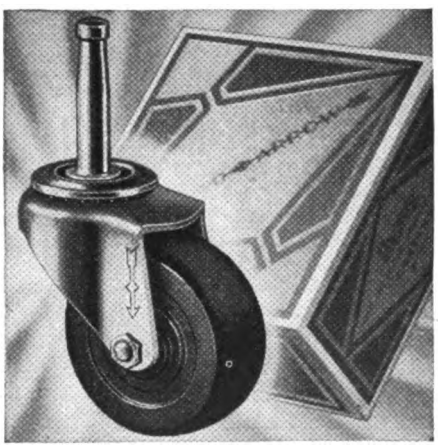
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Sell Top Quality Casters for Complete Customer Satisfaction

That's

Bassick

"Diamond-Arrow" Casters



You're building business with every sale of Bassick "Diamond-Arrows". Finest of furniture casters, their exclusive two-level ball race construction provides the easy, full-floating action and long life that customers appreciate — and remember.

Make sure "Diamond-Arrows" Nos. 7696 and 9696 — two of the most popular of these fast-selling, top-quality casters — are on your want list next time you contact your jobber. Packed one set in a box and made by the world's largest manufacturers of casters... THE BASSICK COMPANY, Bridgeport 2, Conn. Division of Stewart-Warner Corporation. *Canadian Division:* Stewart-Warner-Alemite Corporation, Ltd., Belleville, Ont.

The "Diamond-Arrow's" Smoother Action Brings profitable Customer-satisfaction.



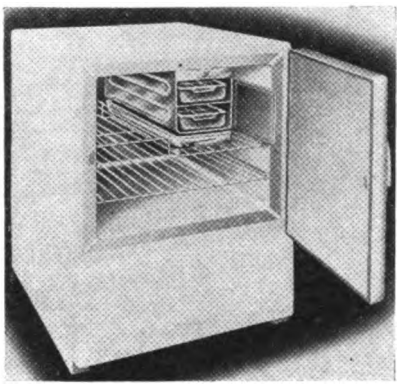
Bassick

MAKING MORE KINDS OF CASTERS . . . MAKING CASTERS DO MORE

WHAT'S NEW

'Lo-Boy' Electric Refrigerator

The Paley Mfg. Corp., 244 Herkimer St., Brooklyn 16, N. Y., is offering the "Lo-Boy"—an electric refrigerator 34½



in. high—to fit in with the modern table-height kitchen. This refrigerator can set next to a stove of exactly the same height or the sink if preferred. For the small apartment, summer home or "motel," the "Lo-Boy" can be set below a standard table-top gas or electric range to save space. Has a white baked-on highly polished enamel finish and a full porcelain interior with automatic lighting. Automatic temperature control is adjustable to nine freezing speeds. Hermetically sealed refrigerating unit, 50 or 60 cycles, 110-volt A.C. Shelf area is 7.9 sq. ft., net capacity, 3.5 cu. ft. Exterior dimensions are: Width, 24 in., depth, 22½ in. Inside dimensions, height 19 in., width, 19. 19¾ in., and depth, 17 in.

Ther-Now Nursing Bottle Holder

Norton Products Co., 1831 N. Austin Ave., Chicago 39, Ill., has devised a nursing bottle holder which can be attached to crib, carriage, high chair, bassinet or play pen by a thumb screw crib clamp which is padded to prevent marring furniture. Flexible steel arm makes it easy to adjust the bottle to any position while a stainless steel bottle clamp holds bottle at the right level. Unit is finished in pink and blue baked on enamel and packed in an individual gift box in pink and blue. Unit weighs 1 lb. 10 oz.; shipping weight is 3 lbs. Suggested retail selling price is $4.95.

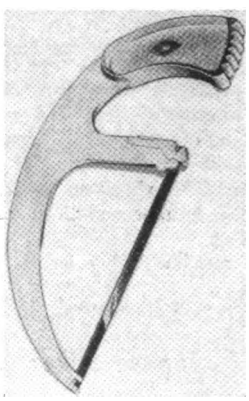


Grady Wedge Display Card

Red Devil Tools, Irvington, N. J., is offering a display card which is two sided for its Grady Wedges which keep hammer, hatchet, axe and other tool heads tight on handle. Card mounts 18 units on each side, nine of No. 5 for hatchets and hammers and nine of No. 10 for axes, and illustrating five popular sizes, actual size. Card is printed in red.

'Chefsaw' Kitchen Tool

S-W Products Co., 708 Hawthorne St., Glendale, Cal., is offering the "Chefsaw" a lightweight aluminum hack-



saw with replaceable blades. Said to be efficient in cutting meat and meat-bones but also for quick disjointing of fowl. It will cut wood and metal too. Serrated handle is recommended for pounding steak or breaking ice. Full instructions available with each unit. Tool is suggested to retail for $1.25.

Ohio Tax Report Booklet

Entitled "Operating & Tax Reports Required of Ohio Manufacturing & Wholesaling Businesses" the booklet is a preprint of a portion of one of the first of a series of Ohio Small Business Handbooks. Booklet is intended to provide small businesses with brief digests of the essential requirements of the laws and to serve as a reference to what reports and licenses are required and when they are due. Booklet is available for 50 cents from Viva Boothe, Director of Business Research, *The Ohio State University*, Columbus 10, Ohio.

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FREE

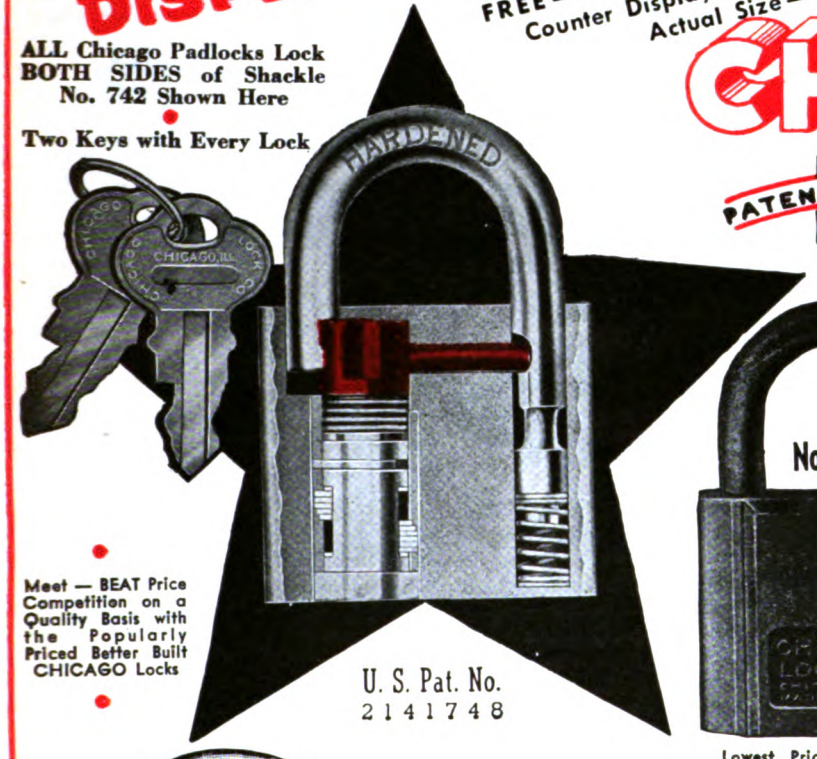


This Handsome COUNTER DISPLAY

FREE—with each dozen locks 2-color Collapsible Easel Counter Display. Accommodates 2 CHICAGO padlocks. Actual Size—10 in. wide, 4 in. high.

ALL Chicago Padlocks Lock BOTH SIDES of Shackle No. 742 Shown Here

Two Keys with Every Lock



Meet — BEAT Price Competition on a Quality Basis with the Popularly Priced Better Built CHICAGO Locks

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CHICAGO PATENTED Locks



Lowest Priced Popular Seller in Chicago Line. Locks BOTH SIDES of Shackle.



Medium Priced Popular Seller. 11 Criss-Cross Tumblers. Locks BOTH SIDES OF SHACKLE.



CHICAGO Locks-Lock BOTH Sides of Shackle · · · Assure



DOUBLE *Locking* DOUBLE *Security*

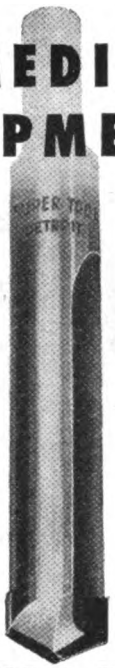
CHICAGO Locks are famous the world over for the Extra—"DOUBLE Locking—DOUBLE Security" they assure. . . . Ask your Jobber about CHICAGO Lock's FREE DISPLAY offer shown above. Learn WHY CHICAGO Locks will step up your sales—*and Profits!*



CHICAGO LOCK CO., Dept. HA-10, 2024 N. Racine Ave., Chicago 14, Ill.

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MASONRY DRILLS

75% faster—use in electric drill or hand brace on concrete, brick, stone, masonry and all non-metallic materials.

BIG SALES TO

Plumbers — Builders
Contractors — Electricians
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Extra and standard lengths





Also available in sets

WRITE FOR CATALOG SHEET AND PRICES, TODAY!

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Carbide Tools

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21650 HOOVER ROAD • DETROIT 13, MICHIGAN
SURPLESS-DUNN CO.
National Distributors
NEW YORK • CHICAGO

WHAT'S NEW

Soda-Mizer Dispenser

Waterbury Companies, Inc., Waterbury, Conn., offers a soda-mizer dispenser which seals, saves and syphons according to the maker. Unit is available in plastic and metallic models



suggested to retail for from $1.50 for opaque red, blue and green to $3.50 for satin finish gold plate. To use remove cap from bottle, pour off a little of the liquid to avoid overflow and put tube in. Then press rubber stopper tight and clamp on firmly. Small colored button on top syphons the liquid.

Aluminum Coffee Maker

Abco Associates, Inc., 769 Venice Blvd., Los Angeles, 15, Cal., is introducing the Abco unbreakable aluminum coffee maker. Whirlpool filter of stainless steel is incorporated in the unit. Coffee maker comes complete with a measuring spoon and a snap-on serving cover of ebony plastic. The 8-cup Abco is suggested to retail for $4.95. Coffee filter is said to clean instantly. Special corrugated bottom is claimed to require less heat. Slight press of the thumb releases upper bowl due to a specially designed gasket. Individually packed in display box, packed 12 to a shipping carton, weighing 26 lbs.

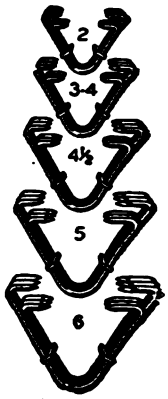
Light Weight Iron

Westinghouse Electric Corp., 306 Fourth Ave., Box 1017, Pittsburgh 30, Pa., is offering a light weight streamlined automatic hand iron with aluminum base and cover and cast-in Corox heating element. Model weighs 3 lbs., and has an ironing surface of 27 sq. in. The 1000 watt tubular Corox heating element cast in the base is said to assure even distribution of all the heat to the ironing surface. Bi-metallic thermostat controls the temperature and gives accurate heat control for every fabric, says maker. Handle and heat control lever are made of molded black plastic. Heel rest and 6 ft. cord are permanently attached.

Safety
REG. U.S. PAT. OFF.

BELT LACING

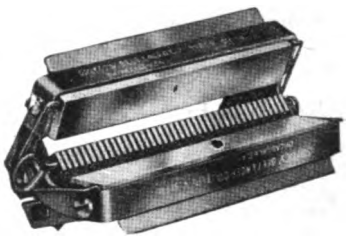
The all purpose belt lacing with the patented steel binder bars, that: (1) hold hooks permanently in alignment, (2) lap over and protect belt ends, prevent fraying and add to belt life.



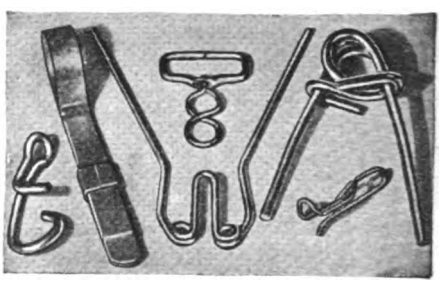
Safety Belt Lacing can be applied by any standard lacing machine vise lacer or put on with a hammer if you have an inexpensive Safety TU-WAY Hammer or Vise Lacer.

SAFETY VISE LACER

Operating by any ordinary bench vise, applies all standard make belt hooks.



SAFETY BELT-LACER CO.
5390 N. Menard Ave. Chicago 30, U.S.A.



WIRE WORKS WONDERS

Especially when formed by Brooks to your particular specifications. An infinitely greater variety of curves, angles, bends and hooks can be done in wire than can possibly be achieved with casting, forging, or by milling solid stock. Call on us for help with your new product design. No obligation.

M. S. Brooks & Sons, Chester, Conn.

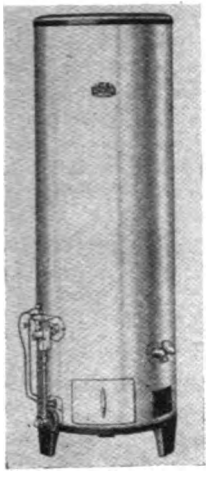
Since 1848

BROOKS for HOOKS

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Automatic Storage Water Heater

The Clayton & Lambert Mfg. Co., 1701 Dixie Highway, Louisville, Ky., has added a 30 gal. high recovery gas fired automatic storage water heater to its line. Heater is of external, outer,



flue construction, fully insulated with fiber glass, heavy steel, hot dipped galvanized tank. Heater has an input of 30,000 B.T.U.'s designed to give a recovery of 42 gals. of water per hour with a 60 deg. rise in temperature. Electro-Magnetic controls are used with a 100 per cent safety pilot cut-off. Exterior finish is white enamel on a steel jacket with black and chrome trim.

Electric Hair Clipper

John Oster Mfg. Co., Racine, Wis., is introducing a motor driven electric hair clipper for home use. "Butch" is driven by a Universal motor. It operates on any 110-120 volt current, AC or DC. Said to be cool running and smooth in operation. Blade size is 000 for close cutting. Except for an occasional drop of oil on the blades, no oiling is required. Said to use no more current than a 25 watt light bulb. Maker claims it makes 300,000 cutting actions per minute.



THEY Attract the Eye... and Make 'Em Buy!

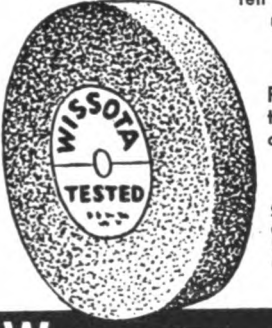


THE FULL LINE OF HAND & POWER GRINDERS Expertly MANUFACTURED BY

WISSOTA

BACKED BY MOST YEARS' EXPERIENCE IN DESIGN, MANUFACTURE AND MERCHANDISING OF TOOL GRINDERS . . .

WISSOTA top quality Hand Tool Grinders are sturdy . . . streamlined . . . sure-to-satisfy. These attractive fast sellers have smooth accurate machine-cut gears, durable precision machined one-piece gear case and appealing baked-on wrinkle finish. Equipped with heavy adjustable tool rest and high-grade *Vitrified Abrasive Wheels*. Your jobber's salesman can tell you more about these *cash register ringers!* Retail from approximately $2.50 to $7.00.



A COMPLETE LINE OF HAND & POWER GRINDERS

Precision-built WISSOTA grinders—of modern design—are masterfully produced, carefully assembled and packed. They include the best grinders for shop, garage, farm, school or home.

EASY ON THE TEMPER

Speed-tested Vitrified Wheels are regular equipment on WISSOTA power grinders. Safe . . . fast . . . cool-cutting for tough all-around jobs.

Write for Descriptive Catalog

SOLD COAST - TO - COAST BY LEADING HARDWARE & IMPLEMENT JOBBERS

WISSOTA Manufacturing Co. MINNEAPOLIS 1, MINNESOTA

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Pecora

STARTS THE NEW YEAR WITH

86 **Years of Experience making Better Products**

EVERY Pecora Product is designed to do a certain job better than it has been done before. Our long experience, laboratory research, improved manufacturing facilities, all help you to make and keep satisfied customers.

OUTSTANDING BEST SELLERS FROM THE PECORA QUALITY LINE

CALKING COMPOUND
A leader since 1908. Will not dry out, crack or chip when properly applied. Gun and knife grades.

ROOF COATINGS
Plastic and liquid forms. Weatherproof, sunproof, acid and alkali proof. More durable than paint. Costs less.

WATERPROOFINGS
"Klere-Seal" and "Varseal" types; also Black Asphaltic Waterproofing in paste or liquid form.

ASBESTOS FURNACE CEMENT
A good and trustworthy friend of every furnace repair man.

METAL & WOOD SASH PUTTIES
STOVE & BOILER PUTTY

WRITE FOR BOOKLETS

Pecora
PAINT COMPANY, INC.
Established 1862 by Smith Bowen
Lawrence & Venango Streets
PHILADELPHIA 40, PENNA.

WHAT'S NEW

Gilmer Wire Cord Set Assortment

L. H. Gilmer Co., Tacony, Philadelphia 35, Pa., is offering an on-the-counter wire cord set assortment featuring a selection of the most popular wire cord sets packaged to sell from a new Gilmer counter stand displayed at the point of sale. Wire cord sets fit lamps, fans, washing machines, electric irons, vacuum cleaners and similar applications for both indoor and outdoor use. Six combinations of connectors, including prepared open ends for replacement use, cover a great variety of requirements. Three spools of replacement wire complete with measuring rule and wire cutters, also come with the Master Assortment and two cartons of Gilmer Electric 3-way connectors. Back is fitted with shelves for storing reserve stocks of cord sets.



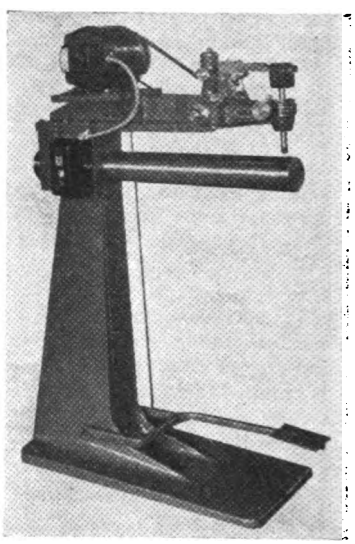
Dupli-Color Triple-Pacs

Dupli-Color Products Co., Inc., 2443 S. Michigan Ave., Chicago, Ill., is offering the Dupli-Color Triple-Pacs containing three bottles each for convenient touch-up and refinishing use on cars and in household office or factory. The contents of the bottle in the Car-Pac covers 8 sq. ft. of car surface eliminating scratches and blemishes, says the maker. Dupli-Color is said to be quick drying and to leave no brush marks. It is also available in a variety of colors and woodstains for household and other uses. Dupli-Color can be used for retouching and refinishing furniture, lamps, toys, and other surfaces. Dupli-Color Triple-Pac was developed to simplify stock-keeping for the dealer, make order-filling easy and promote triple sales with triple profits.



High Speed Riveting Hammer

The High Speed Hammer Co., Inc., Rochester 5, N. Y., is making a high speed riveting hammer which has a 25 in. long steel arbor and is especially suited to sheet metal work. While this unit has a capacity of from ⅛ to ¼ in. diameter rivets, units having greater or lesser capacities are available.



Lathe Instruction Manual

"How To Run A Lathe"—45th edition gives the latest information about the operation and care of metal working lathe. Covers operation of lathe units, grinding cutter bits, making accurate measurements, plain turning, chick work, taper turning, boring, drilling, reaming, tapping, cutting screw threads, reference tables, etc. Edition contains 128 pages, 5⅛ by 8 in. and over 365 illustrations. Postpaid copies available with paper covers for 25 cents (U. S. coin) or with leatherette covers for $1.00. *South Bend Lathe Works*, 206 E. Madison St., South Bend 22, Ind.

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there's APPEAL in matched APPEARANCE



bread boxes

Appealingly colorful design on gleaming white. *Appealingly* attractive baked-on finish does not chip or peel and is easily kept clean. Choice of three fast-selling types — the two-door, two-compartment box; the hinge cover box; the drop door box.



canister sets

Appealingly decorative finish keeps canisters colorful, good-looking. All covers are bright red with plastic knobs. Matched set of four containers includes suitable sizes for 1 lb. tea, 2 lbs. coffee, 5 lbs. sugar and 5 lbs. flour respectively.





step-on cans



Appealingly good-looking waste receivers of steel construction made strong enough to stand up under daily use. Full 10 quart size. Decorative design matches other products in line. Can be washed with soap and water.



waste baskets



Appealingly handsome round tapered baskets in two sizes. In addition to the sound design and colorful finish, oval tapered baskets are available in blue, green and pink with attractive floral spray decoration. Also a cylindrical boudoir basket is available in yellow, pink or blue, a different floral design for each color.



dust pans



Appealingly colorful pan with red handle and dust tray and florally-decorated hood. Well designed for daily use. Easy to keep clean. Improved steel edge is sturdily built for long service.

SOMETHING NEW FOR '48

Visit us at Booth 1430-1432
National Housewares Show
Chicago, January 15th to 22nd

For prices and further information, please write to Dept. HF12,

HOUSEWARES DIVISION

NATIONAL CAN CORPORATION

110 E. 42nd STREET, NEW YORK 17, N. Y.

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YOU ASKED FOR IT!



YOU ASKED FOR a high-quality, multi-purpose, large-volume enamel that you can sell with confidence—because a *reputable* manufacturer made it! You asked for an enamel they'll buy *again* and *again!*... an enamel that will give you *action!*

YOU ASKED FOR 20th CENTURY

genuine

PLASTIC DE LUXE *Enamel*

(with alkyd liquid base)



LABORATORY TESTED

for quick-drying • high coverage
smoothness • toughness

TO HELP YOU SELL MORE 20th Century PLASTIC De LUXE Enamel . . . you get all the advantages of a hard-hitting national advertising campaign & other free aids.

MONEY BACK GUARANTEE OFFER

For Details, write to:

20TH CENTURY PAINT & VARNISH CO.
456 Driggs Avenue • Brooklyn 11, N. Y.

Wood Levels

The E. A. Stevens Level Co., Newton Falls, Ohio, is offering an improved line of carpenters' and masons' wood levels. Carpenters' levels are available in 12, 18, 24, and 30 in. sizes with plumb. and level vials. Masons' levels



are made in 42 and 48 in. sizes incorporating plumb and level vials. All are made of kiln dried California sugar pine. Natural grain of the wood is brought out in the natural, high-polish finish. "Catseye" vials are dirt and grit free and are protected with heavy glass lenses.

Spra-Rite Hose Nozzle

Stile-Craft Manufacturers, 1825 Macklind Ave., St. Louis, 10, Mo., is offering Spra-Rite a hose nozzle which is guaranteed against packing leakage for the life of the nozzle.

Nozzle has a brass stem with large diameter and the aluminum coupling is designed to prevent washer from falling out in handling. Two piece body construction with a large thickness of graphite rubberized duck packing is said to assure perfect alignment and eliminate packing leakage. Each nozzle is individually packed to protect from dirt in storing or handling. Suggested to retail for 79 cents each.

Kitchen Planning

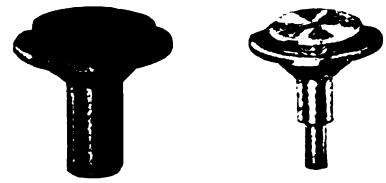
A new kitchen catalog is being distributed by American Kitchens — *American Central Division-Avco Mfg. Corp.*, Connersville, Ind. Advertising in this catalog has been reduced to a minimum and kitchen planning is emphasized with information to aid the homemaker in designing a kitchen either in a new home being built or in an existing home being remodeled. In addition, the catalog also advances plans for the adaptation of the factory built "American Kitchen" package to needs in the home previously filled only by the custom kitchen, a more costly ensemble to install. The catalog contains 16 pages and is printed in full color, profusely illustrated throughout.

Re-New-It Finish

Staley's Re-New-It Finishes Co., 5243 Manchester Ave., St. Louis 10, Mo., is offering a line of paint products which features the slogan, "the color of the label is the color of the finish." Label exactly matches the finish inside the can whether it be an enamel, a varnish, varnish stain, porch and floor enamel or a specialized varnish, says maker. Idea eliminates color cards and puts paint products in the self-service, traffic category of merchandise.

FAST SELLERS

TO
- Homeowners
- Hobbyists
- Mechanics
- Farmers
- Auto Body Men



Every tool buyer is a prospect for these new sanding disc holders. For power sanding. New type head clamps paper discs better, prevents marring the surface. Fair price with dandy discounts assure fast profits from fast sales.

Buy direct from manufacturer.
Write for bulletin A122.

COX METAL PRODUCTS CO.
3014 W. Hopkins St. • Milwaukee 18, Wis.

Red Devil WOOD SCRAPERS



LONGER HANDLES!
PERFECTLY BALANCED
Shaped to Fit the Hand

Instantly **Replaceable**
DOUBLE-EDGE
SUPER-KEEN BLADES

No screw driver or tool needed to replace the high quality blades—just push in new blades, and out come the old ones. Stock genuine RED DEVIL BLADES for replacements.

RED DEVIL TOOLS.
Irvington 11, N. J., U. S. A.

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How to Advertise by Signs To Your Neighborhood

IN point of geographic area, the small retail advertiser is concerned with reaching a very limited audience—the people who shop in the neighborhood where his store is located. The outdoor poster and the bus card, when properly used, are ideally suited to reaching the neighborhood buyer. Sign advertising is the only medium open to the small retailer which permits the use of color at no extra cost.

Its use on outdoor poster boards and bus cards makes forceful and positive impressions by a pleasing use of pictures, color, and a few words. Sign advertising is well suited to reaching the buyer while he is traveling about the neighborhood on foot, by bus, or by automobile.

For the small retailer, the ideal outdoor advertising medium is the hand-painted sign on a board located as near to his store as possible, preferably on the side of his store building. Such a sign has the quality of relative permanence, but it also has the disadvantage of fixed copy, since it is more difficult to change the copy on a hand-painted sign than on a poster panel. Because of this, the message is generally a standard announcement. Local outdoor advertising agencies or sign painters prepare such signs at surprisingly low costs. Depending upon the size, copy, and illustration, the cost would run from $50 to $350.

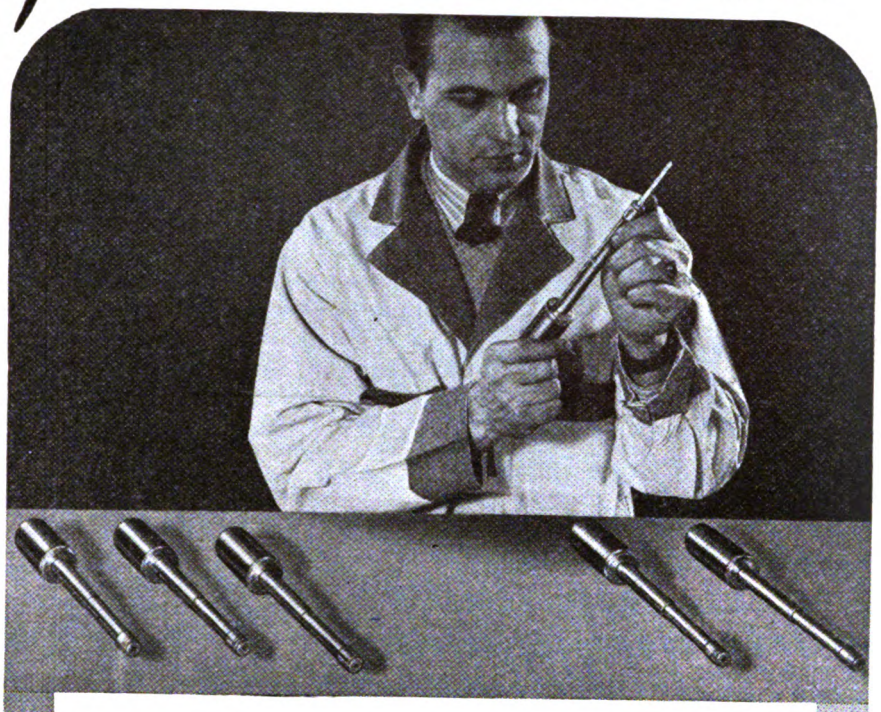
The outdoor poster is made in two sizes, the 24-sheet poster and the three-sheet poster. The former, when assembled, measures 8 feet 10 inches by 19 feet 8 inches. These are the familiar large signs that may be seen along any highway, mounted on a substantial steel or heavy wooden poster-panel structure, 11 ft. high and 25 ft. long. Except in special cases, this large poster is not recommended for use by the small retailer, because this medium is not designed to reach a neighborhood audience.

The three-sheet poster can be effectively displayed on the side of a building. It is well suited to the use of the small retailer. A space 4 feet by 10 in. by 8 ft. by 7 inches is required for the whole display, including the frame. Such a poster

(Condensed from "Sign Advertising" from *Advertising for Profit—A Guide for Small Business* by William L. Doremus, Pitman Publishing Corp., New York City.)

For the Craftsman

...BY CRAFTSMEN



GREENLEE AUTOMATIC PUSH DRILLS

These are mighty busy days at GREENLEE . . . speeding production of the Automatic Push Drills and other tools so badly needed now. But it's being done in a "careful hurry" to assure your always getting the top quality you expect in a GREENLEE Push Drill: Completely enclosed parts that stay dirt and grit free . . . special phosphor bronze drive nut that withstands heaviest usage . . . all exposed parts chromium plated . . . and a convenient drill point magazine in the handle. Sell top quality . . . sell GREENLEE!

TOOLS FOR CRAFTSMEN

GREENLEE

STOCKED BY LEADING WHOLESALERS

FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to Greenlee Tool Co., Division of Greenlee Bros. & Co., 1081 Herbert Avenue, Rockford, Illinois, U.S.A

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makes a good point-of-purchase reminder or a colorful supplement to mail, newspaper, or handbill advertising. Prices for three-sheet posters run from $2.50 to $4.00 each.

The firms that sell posters are called poster plants. Throughout the nation there are approximately 12,000 such plants set up to handle poster work. All but a handful of these plant owners are members of the Outdoor Advertising Association of America, Inc. The plants are equipped to sell posters and poster space in almost any town in the United States and the showings are usually bought on a one-year contract basis.

The neighborhood retailer is concerned with attracting the attention of the greatest number of customers and potential customers as frequently as his advertising budget will allow. At one time or another, practically every member of the family uses the bus, and many of them read the bus cards.

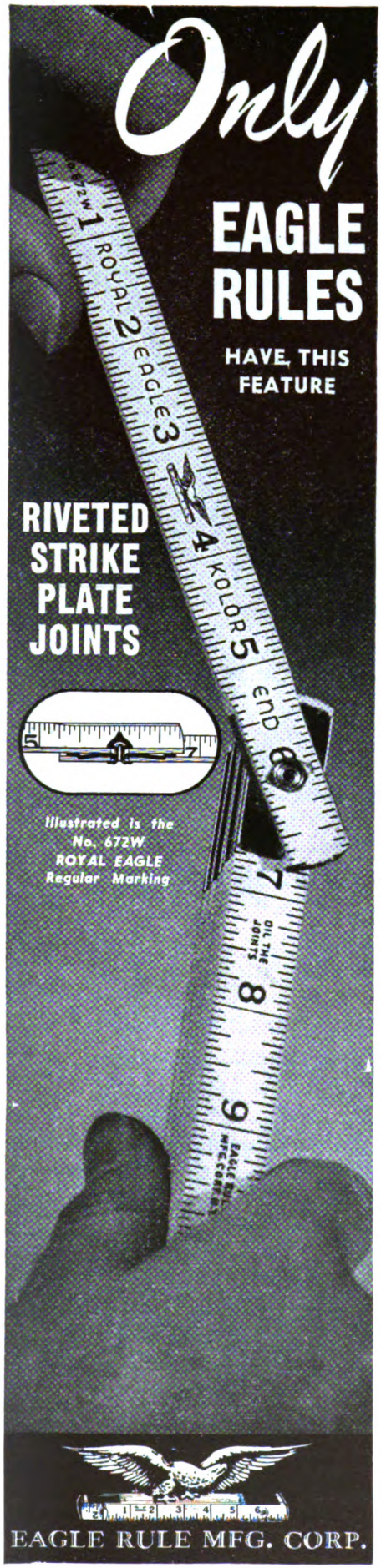
A Valuable Medium

The small retailer whose store is located near a bus terminal is passing up a good opportunity if he fails to use the bus card as an advertising medium. Fifty cards can be made up from $20 to $35, depending on the kind of printing job. The inclusion of a picture requiring the use of halftone work may run a base price up $6 or $7 for each set of 50 cards printed. A general accepted display price per card averages around $1.00 per bus per month.

The National Association of Transportation Advertising, Inc., sponsored a series of studies that were conducted by the Advertising Research Foundation. The results of this investigation are published in a booklet, entitled, "Reading, Riding and 'Rithmetic." A summary of the finding shows that:

Eighty-two per cent of all adults are riders of public transit; 23 per cent of the total adult population read the average 28-inch card; 64 per cent of all adults make two or more round trips per week; the average one-way trip takes 27 minutes—ample time to read and consider advertising; the average cost per thousand reader for 28-inch cards is $3.79.

Other forms of sign advertising frequently used by the retailer in show-window and interior display are lithographed cutouts, oversized packaged reproductions, show cards, hangers, and electric flashing and mechanical-action displays.



514 Hunts Point Ave., New York 59, N.Y.

COPRTOP TANK BALL

A Fair Trade Item

The copper top insures firm seating



Cash in on this quality tank ball. Cop-R-Top tank balls serve better and give you real profits because it is a fair trade item. Once your customer buys Cop-R-Top he is satisfied and a steady customer. Place Cop-R-Top on display and watch them sell. Your jobber carries Cop-R-Top or write us today!

Write for information about MASTER-FIT Tank Balls that meet all competition.

AMERICAN RUBBER PRODUCTS CORP.
151 EAST 50th ST., NEW YORK 22, N. Y.

The Best Are
BETTER BRAND
mouse and rat
TRAPS



- METAL OR WOOD TRIGGER
- FOUR-WAY ACTION
- OIL TEMPERED SPRINGS

McGILL METAL PRODUCTS CO.
Marengo, Illinois

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IT'S THE STANDOUT!

FOR DEPENDABILITY

F&W FARM PROVED WATER SYSTEMS

Just look at that compact modern design. Clean isn't it? And catch that eye appeal that attracts more customers. Looks like it's ready for business doesn't it? Yes, and it *is* ready for business. It's a rugged, dependable water system for shallow wells, with only one moving part in the whole pumping mechanism. That makes it a *standout* to your customers for its years of trouble-free service. It's a *standout* in *your* eyes, too, because the F&W Bullet-Jet avoids the "fix-it" calls that can steal the profits right out of your pockets.

Like the complete line of F&W Water Systems, the Bullet-Jet is farm-proved and extra-dependable. F&W makes reciprocating or centrifugal pumps for shallow or deep wells. And there's a capacity for every demand. Write for complete information.



F&W piston type pumps for shallow and deep wells.



F&W centrifugal type pumps also available for deep wells.

FLINT & WALLING MFG. CO., INC., 188 Oak Street, Kendallville, Indiana

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G. H. BERNARD

EUREKA WILLIAMS NAMES G. H. BERNARD, V.P., ASSISTANT TO PRES.

G. H. Bernard, former vice-president in charge of manufacturing, Eureka Williams Corp., Bloomington, Ill., has been advanced to the position of vice-president and assistant to the president. He will serve in an executive capacity on both manufacturing and engineering and will specialize in product development and production.

Eureka Williams has acquired as a wholly owned subsidiary the National Stamping & Electric Works, Chicago, makers of White Cross table appliances and is in the process of expanding this line.

Mr. Bernard was associated with General Motors for 25 years serving in an executive production capacity and for a large part of the time directed production for the Oldsmobile division. He joined Nash-Kelvinator Corp., before the war and helped convert and set up the various war production plants operated by the company. He has been with Eureka Williams for five years.

O. E. Nesmith succeeds Mr. Bernard as vice-president in charge of manufacturing having been vice-president of engineering. His successor is R. C. Osborn, formerly engineer in charge of product development for the Eureka Division of the company.



O. E. NESMITH

Mr. Nesmith has been with the company since 1920 and was an executive of the Williams Oil-O-Matic Heating Corp., when that organization was acquired and merged with Eureka Vacuum Cleaner Co.

Mr. Nesmith was made head of the Williams Institute of Heart Research formed by the company after several years in oil burner service. In 1941 he was appointed vice-president of engineering and manufacturing. Mr. Osborn joined the company in 1945. He was formerly an engineer with the Hoover Co., and served also as director of engineering for the Tobe Deuschmann Corp., Canton, Mass.

R. D. PARTLOW NAMED SALES MANAGER, G. E. SUNLAMP, HEATER DIVS.

Robert D. Partlow has been appointed sales manager of the General Electric Company's sunlamp and heater section.

Joining G. E. in 1937, he was transferred to the Chicago service station in 1938 and was subsequently a district appliance sales specialist in the Chicago and Minneapolis offices. Returning to Bridgeport in 1942, he held various positions in the automatic blanket and sunlamp division until he entered military service in 1943. Three years later he returned to Chicago as district representative of automatic blankets, the position he held prior to receiving his new appointment.

He succeeds Earl H. Norling, who has been given responsibilities in connection with the company's retail development and sales education programs for all appliances.

S. G. BOWREN, SALES MGR. HARRINGTON & RICHARDSON ARMS

Stuart G. Bowren has recently been appointed sales and advertising manager for Harrington & Richardson Arms Co., Worcester, Mass. He just completed a nation-wide tour of the principal cities of the country. The results of his survey will be used in the promotion of guns for Harrington & Richardson.

Prior to the war, he was sales and advertising manager of the L. C. Smith Gun Co., Fulton, N. Y. During the war he taught the B-29 Central Fire Control system at Lowry Field, Denver, Col. For the past two years he has been sales manager for the Crossman Arms Co., Rochester, N. Y.

George H. Scharf, former plant manager of the L. C. Smith Gun Co., has been appointed works manager of the Harrington & Richardson Arms Co.



JOHN J. REIDY

JOHN REIDY APPOINTED APPLIANCE SALES MGR. CASCO PRODUCTS

John J. Reidy has recently been appointed sales manager of the appliance division of Casco Products Corp., Bridgeport, Conn. He will be in charge of all sales and merchandising of Casco electric heating pads and power tools. He was formerly sales representative for Schick, Inc., and later was sales promotion manager and assistant sales manager of that company. Recently, Mr. Reidy was manager of sales for A. C. Sanger Co., N. Y.



Left, Stuart, G. Bowren and right, George H. Scharf

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AGE while it's NEWS

THE TRADE ★★★★★★★

JANUARY 15, 1948



R. C. FINNEY



S. B. BAKER

DUO-THERM APPOINTS THREE DIST. MGRS.

Three district manager appointments in the midwestern and southern territories were announced by the Duo-Therm Division of Motor Wheel Corp., Lansing, Mich. R. C. Finney has been made district manager for Missouri, Kansas and Nebraska; Ray Christman for Florida and Georgia, and S. B. Baker for the Michigan territory.

Mr. Finney was a sales representative in the appliance business and in the sales department of Morley-Murphy Co., Duo-Therm distributors at Green Bay, Wis. Mr. Baker joined Duo-Therm in 1936 and has had 11 years of experience in the sales department. For the past couple of years he has been manager of the Duo-Therm order department. Mr. Christman joined Motor Wheel in 1927, was appointed a service engineer in 1939 and two years later was named sales engineer in the south east. In 1944 he was appointed a field engineer.



RAY CHRISTMAN

E. C. HOEFLICH, SALES MGR. KEYSTONE BRASS

Edward C. Hoeflich has recently been appointed sales manager of The Keystone Brass & Rubber Co., Philadelphia, Pa. Mr. Hoeflich was associated with General Maintenance Engineers in Philadelphia where he served as general manager. His former affiliations include sales promotion manager, industrial division, Thermoid Co., Trenton, N. J., sales and advertising manager, Ace Mfg. Co., Philadelphia, and manager of the steel specialties division, Henry Disston Sons, Philadelphia. He also operated his own industrial advertising agency in Philadelphia.

RICHARDS-WILCOX MAKES CHANGES

The recent transfer of A. J. Eggelston from the Chicago branch office of Richards-Wilcox Mfg. Co., to the main office in Aurora, Ill., has necessitated several other changes in personnel. William Guay has been made Chicago branch manager and W. C. K. Phillips has been transferred from the engineering service department in Aurora to the Chicago office as assistant branch manager.

Elmer Ransom has been transferred from the Cleveland office to the Aurora office and made director of Over-Way Division. Carl Sheets has been transferred from the Aurora engineering department to the Cleveland office, succeeding Mr. Ransom.

J. F. WILKINSON MADE DISSTON INDUSTRIAL SALES DIV. MGR.

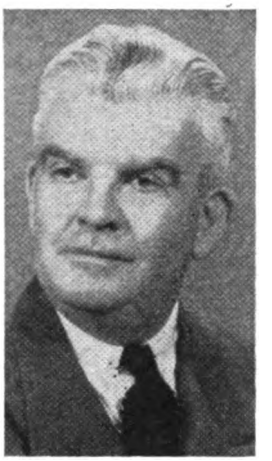
J. F. Wilkinson has recently been appointed manager of the industrial sales division of Henry Disston & Sons, Inc., Philadelphia, Pa., succeeding George A. Slacke who has retired after serving the company for 26 years. Mr. Wilkinson joined the company in 1937, first travelled in Virginia and Central Pennsylvania for two years and later transferred to the Metropolitan New York area. In 1941 he assisted in the administration of eastern industrial sales at the main office. Two years later he was appointed sales manager of the eastern industrial division and in 1945, became assistant to Mr. Slacke.



J. F. WILKINSON

G. R. CLARKE APPOINTED L & H ELECTRIC DIV. SALES MANAGER

Gordon R. Clarke has recently been appointed sales manager of the electric division of the A. J. Lindemann & Hoverson Co., Milwaukee, Wis. Mr. Clarke has been with L & H for 23 years as sales representative and district manager. During the war he was associated with planning groups of the war agencies, later becoming executive officer in the Chicago area.



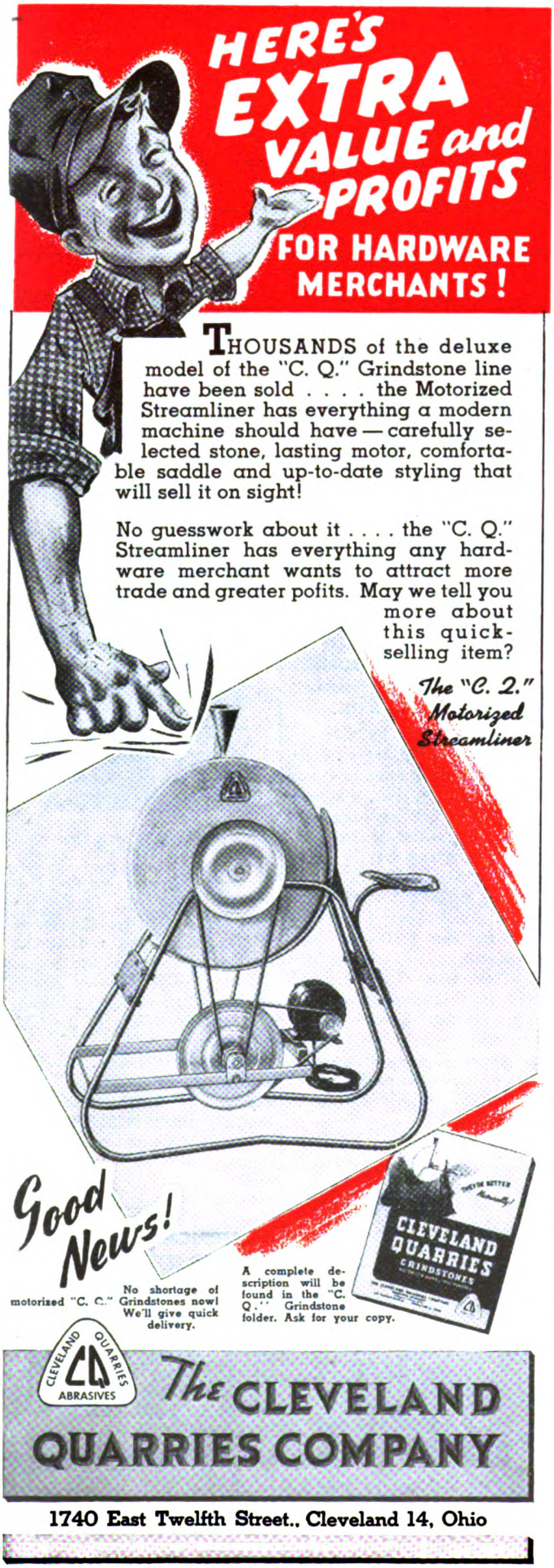
GORDON R. CLARKE

George J. Schramel was appointed assistant general sales manager. He has been with the company since 1923 in various sales capacities and handled the export trade for a number of years.

AMERICAN PORTABLE POWER TOOLS OFFERS DEALERSHIPS

Dealerships are being offered for the first time on the line of portable electric saws, disc sanders and belt sanders made by the American Floor Surfacing Machine Co., Toledo, Ohio. This line of small tools had previouly been handled by a limited number of American representatives. Dealers who are interested in more details including prices and discounts should write the manufacturer.

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J. M. MOORE



WARREN S. BARLOW

J. M. MOORE ELECTED PRES. MARKLEY CORP.

J. M. Moore, formerly general sales manager, Silex Co., Hartford, Conn., has been elected president and a director and Warren S. Barlow vice-president and treasurer of the Markley Corp., Plainville, Conn.

Previous to his association with Silex Mr. Moore was supervisor of sales for the Union Electric Co., and the St. Louis County Gas Co., St. Louis.

Mr. Moore will direct all phases of the introduction nationally of the Markley register, a recording meter-type counting device applicable to operations where time and count are factors. Mr. Barlow, former industrial relations counsel for Great American Industries, Inc., has had varied experience in sales and business administration.

E. M. GRINNELL SPEAKS AT SAN FRANCISCO POT & KETTLE MEET

E. M. Grinnell, president and editor of *Hardware World*, recently spoke to the San Francisco Pot & Kettle Club at its luncheon meeting. His subject, "Business Ahead," was a review of opinions of manufacturers and jobbers throughout the country based on his personal interviews with several hundred men in hardware, housewares and allied lines on a two-month tour of the East and Midwest.

He found that the trade was optimistic about business in 1948. Orders in many cases were reported ahead of production, indicating that allocation would continue until the summer of '48. Shortages of materials, mainly steel, and a general inefficient labor were assigned as reasons for production lagging so far behind orders. Mr. Grinnell stated that he discovered for the first time, many eastern manufacturers now recognize the import sales potentiality of the West.

CORNING NAMES CAIRNS EASTERN DIST. MGR. CONSUMER PRODUCTS

J. Graham Cairns has recently been appointed manager of the eastern district of the Corning Glass Works' Consumer Products Division. Mr. Cairns, formerly division advertising and sales promotion manager, succeeds Roger F. Hall, recently resigned. Mr. Cairns joined Corning as sales representative for Consumer Products Division's Pacific Northwestern sales territory. He was dealer sales manager for the Seattle Hardware Co. before joining Corning.

Hubert J. Greehey has been assigned sales representative for the Philadelphia area. Joseph A. Celaschi, formerly salesman for the Central district has been transferred to the Atlantic district with headquarters in Cincinnati. B. S. Jones has been added as sales representative in the Southern district.



J. GRAHAM CAIRNS

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For Better Appearance of your product use Die Castings

Because DIE CASTINGS have sharp outlines; smallest details are exactly reproduced. Ornaments and lettering are equal to engravings.

Because DIE CASTINGS have smooth surfaces which can be attractively painted, enamelled or electroplated.

Illustration of

A toy pistol die cast

A toy pistol sand cast



Illustrations through courtesy of Kilgore Manufacturing Co.

DOEHLER-JARVIS CORPORATION

The World's Largest Producer and Finisher of Die Castings

PLANTS AT

TOLEDO, O. — CHICAGO, ILL.

GRAND RAPIDS, MICH.

POTTSTOWN, PA. — BATAVIA, N. Y.

Executive Office

386 FOURTH AVENUE

NEW YORK 16, N. Y.

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Distributor Wanted

FOR THE FINEST RANGE OF POLISHES MADE IN BRITAN

CONTAINING 'Abril'—'THE MAGIC WAX'



Applications are invited from Distributors who take pride both in the quality of the products they handle and in the organization which they possess for live sales promotion.

Write to the Export Manager:

PATROL POLISHES LIMITED

HANOVER SQUARE, LONDON, W.I.
ENGLAND

S. A. MULLIKIN RESIGNS AS SCHAIBLE SALES MGR. TO START OWN FIRM

Sidney A. Mullikin has recently resigned as general sales manager of the Schaible Co., Cincinnati, Ohio, to form a business as specialist in point-of-sales advertising and promotion. As director of Schaible's sales, advertising and public relations for the past four and a half years, Mr. Mullikin's work has been a large factor in the rapid growth of the firm in recent years. Preparations resulting from Mr. Mullikin's move have been under way and a new executive setup will be announced shortly. Mr. Mullikin will maintain a partial connection with the company until certain projects are completed.



SIDNEY A. MULLIKIN

Mr. Mullikin's diversified experience prior to his joining Schaible in 1943 include sales and advertising work with Procter & Gamble, pioneering the marketing of Gunnison prefabricated homes, and work for Charles P. Taft on Cincinnati's housing project. He also served as assistant to the president of Nutone, Inc., in the electrical field.

WHITMAN & BARNES MARK 100th ANNIVERSARY

Whitman & Barnes, division of United Drill & Tool Corp., Detroit 16, Mich., celebrates its 100th anniversary this year. During its 100 years in industry, the company has made mower knives, lawn mowers, edge tools, chisels, rubber horse shoes, ice tongs, wrenches and cotter pins. In 1891 the twist drills were first made. Subsequently additional cutting tools were added and later as it was deemed advisable to concentrate wholly on tools for cutting, drilling and piercing of metals, other products were dropped. Whitman & Barnes was recognized as a large producer of forgings in 1900 but in 1920 that division was sold to the J. H. Williams Co.

Albert Page set up a business to manufacture knives and other cutting tools intended for the agricultural industry in 1948, which was the beginning of Whitman & Barnes. Six years later he was joined by Augustus Whitman to form Page, Whitman & Co., which later was known as Whitman & Miles Mfg. Co. In 1877 a merger was formed with George Barnes & Co., Syracuse, and the company became Whitman & Barnes Mfg. Co. In 1926 the Company, which had moved to Akron, and the Detroit Twist Drill Co., consolidated, and operations were centered at its present site in Detroit. In 1933 the company acquired the Latrobe Tool Co. Twist drills and reamers are the company's two main products at the present time.

With the start of its second century, Whitman & Barnes is planning a new and modern plant and office, two and one half miles east of Plymouth, Mich.

STANLEY ZEIGLER AGAIN MANUFACTURERS' AGENT

Stanley P. Zeigler, hardware manufacturers' representative, York, Pa., is again traveling New York, New Jersey and Pennsylvania after an absence of several years. During the interim he had been doing contracting work with Morgan, Zeigler & Phillips, Inc., York. Mr. Zeigler plans to expedite service by plane. He will handle wire cloth and screen products, builders' hardware, masonry products and allied building appliances. Mr. Zeigler's offices are to be at 345 Madison Ave., New York City, and 8 North George St., York, Pa.



STANLEY ZEIGLER

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G. P. HALL ADVANCED BY DEVOE & RAYNOLDS

G. P. Hall has recently been appointed executive assistant general merchandising manager of



G. P. HALL

Devoe & Raynolds Co., Inc., New York City. He first joined Devoe in 1920 and after serving under a number of New York trade sales territories was promoted to Philadelphia branch manager in 1938.

A. O. SAMUELS RESIGNS AS DIRECTOR, V.P. OF CASCO PRODUCTS

A. O. Samuels has recently resigned as director and vice-president of the Casco Products Corp., Bridgeport, Conn. Mr. Samuels will announce his future plans shortly.

Mr. Samuels joined the company in 1940 and has served as vice-president and general manager for five years out of the seven of his association with the company. J. H. Cone, president of the company has taken over the general managership and he will be assisted by L. E. Fenn. The sales management of the appliance division has been taken over by J. J. Reidy.

DISTRIBUTORS ATTEND COLEMAN SALES CLINIC

Seventy-five representatives of major appliance distributors from all parts of the United States attended a merchandising and heating clinic, recently, sponsored by the Coleman Company, Inc., at Wichita, Kansas. The clinic was conducted by Ralph W. Carney, vice-president and sales manager of the Coleman Co.

In his opening address before the group, Mr. Carney pointed out that "it is a sure thing that we can go, and will go, in many lines from a buyers' to a sellers' market that can catch the retail dealer and distributor bewildered, unprepared and untrained. We will witness a period of competition, both in improved quality and eventually in lower prices such as this country has never seen."

The Coleman sales executive said that no retailer or distributor can fight the postwar competitive battle with yesterday's weapons, yesterday's sales knowledge, sales methods and products. "New goods, new materials, new use for old material, will require new knowledge, new appeals, new effort and more work—not less," he declared.

Tours of both Wichita factories of the Coleman Company preceded the classroom sessions.

ALUMINUM GOODS NAMES NEW ENGLAND SALESMAN

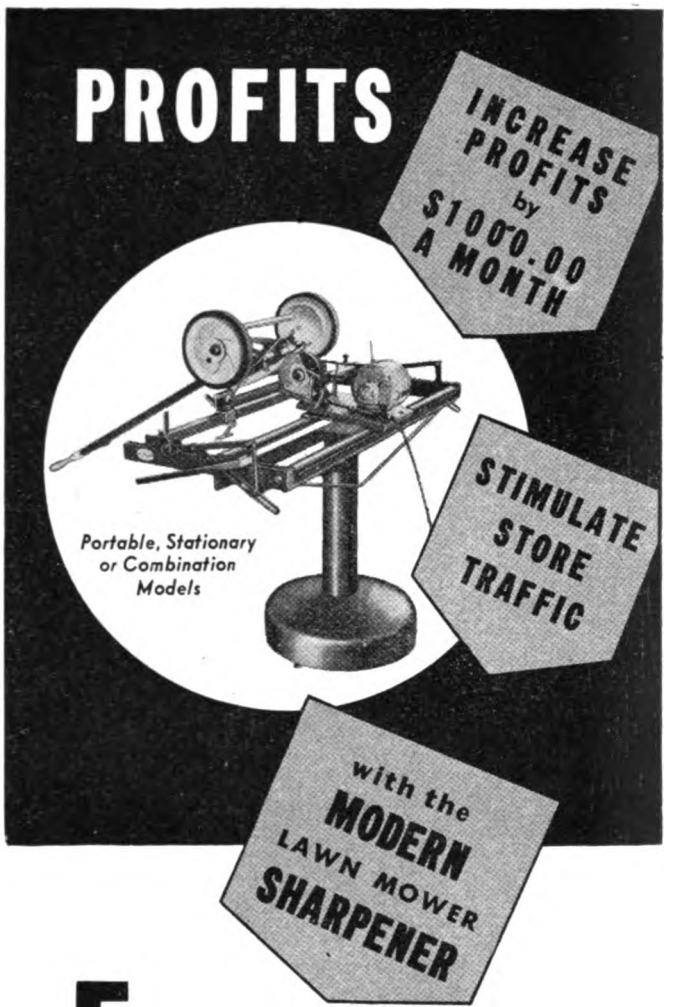
Eugene V. Neyland has recently been appointed sales representative for the Aluminum Goods Mfg. Co., Manitowoc, Wis., in a New England territory. Mr. Neyland was connected with the McCory stores before his army service. He joined Aluminum Goods in 1947 to receive specialized training in the Mirro sales technique. His territory includes all of Rhode Island part of Massachusetts.

A. E. WOOD, CROSLEY FREEZER SECTION MERCHANDISE MGR.

Arthur E. Wood has recently been appointed merchandise manager, freezers, Refrigeration Section, Crosley Division, Avco Mfg. Corp. Mr. Wood, a veteran of 16 years with Crosley has served in the engineering, production and inspection ends of radio and refrigeration and more recently was regional service manager, technical supervisor and supervisor of service part sales.



ARTHUR E. WOOD

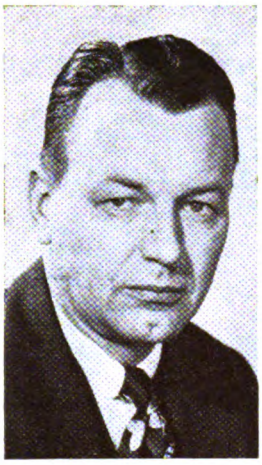


FOR the first time in history, you can sharpen any reel type lawn mower from a 5-inch edger to a 36-inch power mower in from ten to twenty minutes. Dismantling is unnecessary. Handle, wheels, roller and motor remain in place when sharpening even the most complicated mower. The Modern Lawn Mower Sharpener eliminates all hand filing. It precision grinds to extreme ends of both left or right twist reel blades. Bottom knife is held in same brackets for sharpening. No extra attachments required for grinding. Hand, power, gang or fairway units sharpened equally fast . . . equally easy for greater profits. Use the amazing features of the Modern Lawn Mower Sharpener to increase your profits . . . with proper promotion you can net an extra $1000.00 per month. Use the Sharpening service to stimulate trade . . . every sharpener customer is a prospect for other sales.

SEND FOR FREE BULLETIN NO. 27A

modern
MANUFACTURING COMPANY
160 N. Fair Oaks Ave. • Pasadena 1, Calif.

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W. L. VANDEWATER

HARRY FERGUSON, INC. MAKES ADVANCEMENTS

W. L. VandeWater has recently been promoted from the position of parts sales manager to assistant general sales manager in charge of distribution of implements and parts, for Harry Ferguson, Inc., 3639 E. Milwaukee, Detroit 11, Mich. J. L. Keller remains as assistant general sales manager and will spend more time in the field with Ferguson distributors and dealers. W. A. Busing is now service manager, having previously served as assistant service manager. David Milligan, former service manager in the sales division, is now production manager.

Mr. VandeWater joined Harry Ferguson as regional parts manager in 1944 having previously been connected with the sales



J. L. KELLER

division of Firestone Tire & Rubber Co. John L. Keller has been with the company since 1927 and has primarily done sales and educational work. Mr. Busing was supervisor in charge of Motors and Hydraulics at the Army Aircraft School from 1941 to 1945 when he became affiliated with Harry Ferguson as manager of service education.

IDEAL NOVELTY BUYS LINDSTROM TOY CO.

Ideal Novelty & Toy Co., has acquired a controlling interest in Lindstrom Corp., Bridgeport, Conn., makers of mechanized toys and toy motors. Both companies will retain their respective identities with no changes in policy or personnel. Sales, engineering and distribution will be more closely integrated with each company's facilities being available to the other for development of new items.

SAM INSULL, JR., MADE V.P., STEWART-WARNER

Samuel Insull, Jr., has recently been elected vice-president of Stewart-Warner Corp., Chicago. He will continue in charge of the company's radio division. He was, prior to his appointment as assistant to the president of Stewart-Warner, vice-president of Central Barge Co., Chicago. He served with the Navy from 1943 to 1945 attaining the rank of commander.

A. E. KEOUGH, PRESIDENT MOTOR & EQUIPMENT MFR'S. ASSOCIATION

At the recent meeting of the Motor & Equipment Manufacturers Association, 250 West 57th St., New York City 19, Alfred E. Keough, John T. Stanley Co., New York City, was elected president.

Other officers elected included: Bert G. Cochrane, Casco Products Corp., Bridgeport, Conn., vice-president; Weck M. Albaugh, Thompson Products Inc., Cleveland, secretary; and Clyde P. Brewster, K-D Mfg. Co., Lancaster, Pa., treasurer.

Directors for the year 1948 are as follows: J. W. Anderson, The Anderson Co., Gary, Ind.; H. B. Barrett, Barrett Equipment Co., St. Louis, Mo.; Edward Gammie, Victor Mfg. & Gasket Co., Chicago; G. H. Goehrig, Blackhawk Mfg. Co., Milwaukee; C. O. Kleinsmith, National Carbon Co., New York City; F. A. Miller, U. S. Asbestos Div. Raybestos-Manhattan, Manheim, Pa.; C. J. Schuepbach, Sunnen Products Co., St. Louis, Mo.; F. G. Wacker, Ammco Tools Inc., North Chicago, Ill.; S. B. Wilson, Fram Corp., Providence, R. I.; and Messrs. Albaugh, Keough, Cochrane, and Brewster.

High Average Sales... Protected Profits!

CASH IN ON THIS AMAZINGLY DIFFERENT MIRACLE PRODUCT OF "NEW CHEMISTRY"

There's no other cleaner like it! Only Solventol *freshens as it cleans.* No rub! No scrub! No rinse! No wipe!

It's a revolutionary miracle of the "new chemistry" that gave you nylon, cellophane, plastics. Its six gentle solvents are specially blended to provide safe, speedy *6-in-1* cleaning action.

So stock this sales star *now!* It's a fast-selling, high unit repeat item backed by a Fair Trade price. Solventol Chemical Products, Inc., Detroit 3, Michigan.

HIGH UNIT SALES. When women reach for Solventol, they hand you more PROFIT, too. Three convenient sizes retail at 60c, $1.00, $1.75.

MULTIPLE USES! Solventol makes dirt disappear like magic from walls, woodwork, floors, upholstery, rugs, utensils, etc. Saves soap on dishes, laundry.

NATIONALLY ADVERTISED. On the radio to 16,000,000 families. In newspapers, magazines. Money-back guarantee. 3c worth makes a gallon!

RELATED DISPLAYS. Build a colorful "housecleaning time" window display around Solventol—with sponges, mops, pails, polishes, waxes, etc.

Solventol FRESHENS AS IT CLEANS!

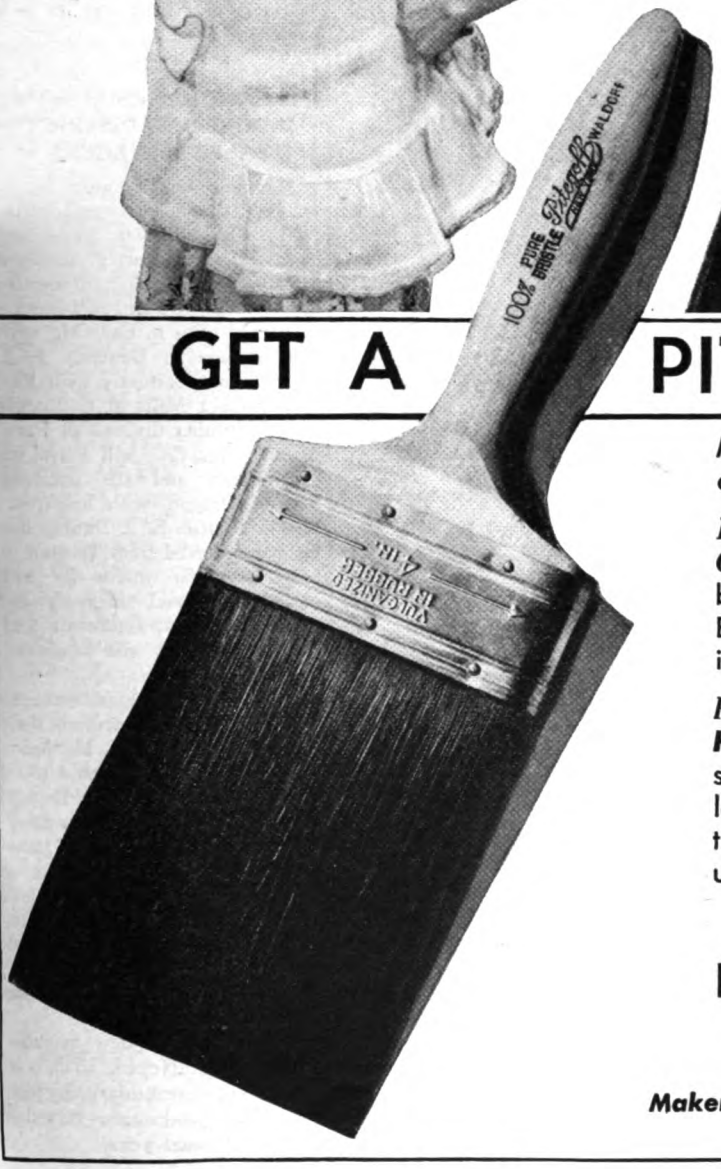
STOCK UP ON SOLVENTOL NOW FOR PROFITABLE SPRING SALES!



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Don't Get a Brush off—





GET A PITEGOFF BRUSH

Many painters get a **BRUSH OFF** from their customers.

Reason — Unsatisfactory work.
Causes of Trouble — Two things. Both are brushes. Brushes that spread paint unevenly. Brushes with loose bristle that stick to the wall instead of the brush.

Painters prefer Pitegoff because ***"A FULL HEAD OF BRISTLE IN EVERY BRUSH"*** assures you of even distribution of paint and longer life. NO LOOSENING BRISTLE because they are held securely by a secret rubber formula handed down from fathers to sons.

INQUIRE OF YOUR JOBBER OR DEALER

PITEGOFF BROTHERS, Inc.
320-330 VAN BUREN STREET
BROOKLYN 21, NEW YORK

Makers of Quality Brushes for Two Generations

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HERE'S HOW TO SELL MORE WIRE...



NEW STEEL DISPLAY RACK

AND 1250 FEET OF WIRE

INCLUDED IN NEW DEAL

TO INCREASE YOUR SALES

GET BEHIND THIS NEW ROYAL DEAL

Put Royal UL approved WIRE right out where your customers can see it . . . with this new, modern, all-steel display rack. No more juggling with loose spools. Needs only 2 feet of counter space. It's a valuable permanent store fixture that will sell more wire with less sales effort. Write for complete details!

ROYAL Quality

THRU YOUR WHOLESALER

PLUG and CARTRIDGE FUSES • FUSTATS
WIRE • CORD SETS • TROUBLE LIGHTS • CHRISTMAS LIGHTING SETS

ROYAL ELECTRIC CO., Inc., PAWTUCKET · R · I ·



W. F. NEWBERY

W. F. NEWBERY, ASS'T DIRECTOR OF SALES FOR DETREX CORP.

W. F. Newbery, formerly industrial sales manager has recently been advanced to assistant director of sales of Detrex Corp., Detroit 32, Mich. Reporting to Mr. Newbery will be LeRoy Camel, new sales manager of the industrial products division, including metal cleaning equipment and chemicals; H. S. Tweedy, industrial service manager; H. J. Lucey, oil extraction and export sales manager.



LEROY CAMEL

PHILCO NAMES PAISTE TELEVISION SALESMAN

The appointment of Henry T. Paiste, former general manager of the Philco Service Division, as special television sales representative was announced recently. Mr. Paiste has been with Philco for 19 years. After a brief period in production work, he was transferred to the service division and became a service engineer. He was promoted in 1935 to the position of manager of the Philco national service station, serving the company's distributors throughout the country.

During the war, Mr. Paiste was made manager of the Philco Training and Installation Division. In 1945, he became general manager of the Philco Service Division and was responsible for setting up the company's post-war radio and appliance servicing organization in the United States and abroad.

Since April 1947, Mr. Paiste has concentrated on aiding in handling distributors sales and service problems in areas where Philco television receivers have been introduced.

GEORGE B. PIATT HEADS TOPPING BROS. SALES

George B. Piatt connected with Topping Bros., 159-161 Varick St., New York City 13, for 35 years, has been appointed sales manager in charge of both export and domestic sales. Edward DeMaria is now in charge of purchases.

THERMOID NAMES FIVE INDUSTRIAL DISTRICT SALES MANAGERS

Thermoid Co., Trenton, N. J., has recently named several industrial sales district managers. Jack Brand, formerly assistant sales manager for the automotive replacement division, will handle industrial sales in Colorado with headquarters in Denver. J. J. Chamberlain, formerly with Pioneer Rubber Mills of California and the rubber division of Paramount Mfg. Co., will travel in Washington and the northern half of Oregon, with headquarters in Seattle. E. J. Dunlap has been transferred from Trenton to San Francisco where he will handle industrial sales for the northern half of California and southern Oregon, with headquarters in Seattle.

H. William Overman, manager industrial friction materials division, has transferred his headquarters to the Thermoid office at 422 Boulevard Bldg., Detroit, Mich. He will continue to direct industrial friction material sales from that office.

Jack Wright, whose headquarters are in Salt Lake City, Utah, has been assigned industrial and oil field sales in Utah, Idaho, Wyoming, Montana and western Canada.

The company's new manufacturing unit at Nephi, Utah, is at the present time undergoing pilot runs. Full production is anticipated early next year.

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OBITUARIES



FRANK KENNA

FRANK KENNA

Frank Kenna, 73, president of the Marlin Firearms Co., New Haven, Conn., died recently in St. Raphael's Hospital, New Haven. Mr. Kenna, who had been president of the firearms company since 1926, was also president of the Associated Realty Co., Inc., the Industrial Center, Inc., Marlin industrial division, Illustrated Current News and the Marlin blades division of the firearms company as well as a vice-president and director of the American Bank & Trust Co., New Haven.

Mr. Kenna started his career at the age of 13 by selling advertising for official football programs in New Haven. While practising law he entered politics and in 1911 was selected alderman-at-large, then a representative to the Connecticut state legislature and in the same year became a member of the Democratic State Central Committee. He organized the American Bank & Trust Co., and the Illustrated Current News in 1914. He also organized the New Haven Skating Club, was chairman of the St. Raphael Hospital fund drive, and organized the New Haven Baseball Club of the Eastern League.

He was founder and first president of the Civitan Club of New Haven, a member of the Knights of Columbus, Knights of St. Patrick, Union League and Quinatac Club. Mr. Kenna is survived by his widow, two daughters and three sons.

EDWARD LEEPER

Edward Leeper, 80, retired Denison Hardware dealer, Denison, Tex., died recently.

CHARLES C. MASSIE

Charles C. Massie, 75, president of Northrup, King & Co., Minneapolis, Minn., died at his home in Minneapolis, after an illness of about two years. He had headed the wholesale seed firm since 1914 and was known as the "Dean of the Seedmen."

He entered the employ of the Northrup, Braslan & Goodwin Seed Co., as a laborer and purchased the interests of J. E. Northrup, president, in 1912.

THOMAS W. WATHEN

Thomas W. Wathen, 49, buyer for and director of the Belknap Hardware & Mfg. Co., wholesalers, Louisville, Ky., died recently at the Kentucky Baptist Hospital after an illness extending over a year. He joined the company in 1917 as an assistant in the purchasing department and became head of that department in 1940.

ARTHUR L. BYRON

Arthur L. Byron, 76, retired hardware dealer of Owingsville, Ky., died recently after a heart attack, in Sebring, Fla. Mr. Byron had been a member of the Masonic order for over 50 years.

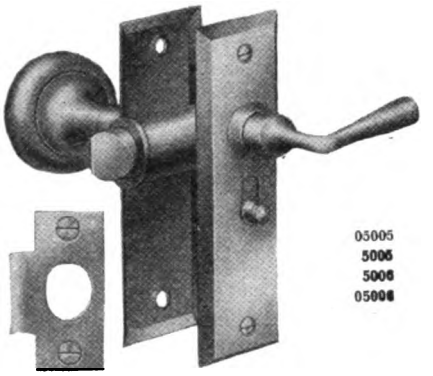
CHARLES T. MAYER

Charles T. Mayer, 73, retired hardware dealer, died at his home in Indianapolis, Ind., recently.

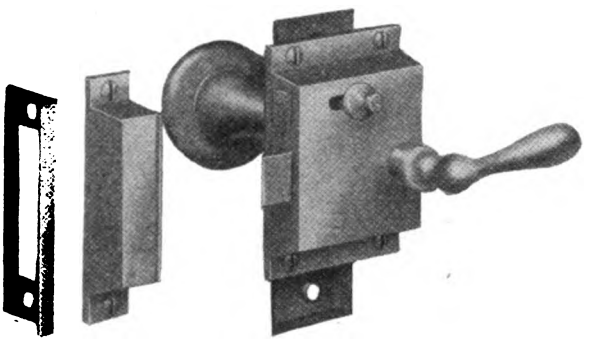
HOME BUILDERS ASS'N. EXPOSITION, FEB. 22-26

The 1948 annual convention and exposition of the National Association of Home Builders will be held in Chicago, Feb. 22-26, at the Stevens and Congress Hotels. W. Hamilton Crawford, Baton Rouge, La., has been named chairman of the convention and exposition committee for the second consecutive year. Paul S. Van Auken, Chicago, is again convention and exposition director, assisted by Damon R. Elder. Mr. Van Auken stated that the exhibit space is nearly sold out. The meeting will feature outstanding speakers, panel discussions and clinics. Anyone wishing to attend should write to Convention and Exposition Headquarters, National Association of Home Builders, 111 W. Jackson Blvd., Chicago. A check to cover the registration fee of $10 for men and $5 for ladies should accompany each reservation.

SINCE SAFE 1849



19 TYPES of SCREEN or STORM DOOR LATCHES in NEW BUILDERS' HARDWARE CATALOG No. 19



700 ITEMS! SIMPLIFIED
BUILDERS' HARDWARE



WRITE NOW !!
FOR NEW
CATALOG No. 19
ORDER
THROUGH YOUR
WHOLESALER

SAFE PADLOCK AND HARDWARE CO.
LANCASTER, PA. U.S.A.

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ANDREW WILSON

ANDREW WILSON MADE CONGOLEUM BRANCH MANAGER IN PHILA.

Andrew Wilson has recently been appointed Philadelphia branch manager of Congoleum-Nairn, Inc., Kearny, N. J. He has been with the sales department for 25 years, a large portion of this time being spent in the New York branch where he served as the company salesman in the Albany territory. In 1941, he transferred in the same capacity to the Philadelphia branch.

PRATT & LAMBERT MAKES SERVICE AWARDS AT CHRISTMAS PARTY

Pratt & Lambert, Inc., Buffalo, N. Y., recently presented service awards and distributed turkeys to all employees at the annual Christmas party. After the singing of Christmas carols, Harold E. Webster, president, presented watches, gifts for 20 years' service to John A. Diringer, lacquer plant, Albert L. Gruntz, accounting department; Charles W. Hoffman, Matthew Laub, tank room; William H. Lutz, technical director; Samuel W. Menefee, sales representative, and Anthony A. Wolf. At Fort Erie watches were given to Roy Dickson and Albert E. Osborn, factory. For 10 years' service Mrs. Mary Jane Brown, central sales division, received a platinum pin. Cuff-links for 10 years were awarded to Richard F. Brewster, superintendent grinding department; James A. Fowerday, lab finishing department; Peter M. Getman, industrial sales representative; Herbert C. Kluge, repair department; Arthur C. Landel, enamel department, and Cecil J. Wilt, lab.

A similar party was held in Chicago where C. D. Sproule, vice-president, western division, made the presentations. A watch went to Florence M. Feeney, office, and to Ray W. Mechling, railway sales representative. Salesmen John R. Bowling and Ralph R. Rhode received cuff-links. In Long Island City, salesmen Edward W. Pyne and Henry H. Boeschen were also given cuff-links.

SCHENBERG RESIGNS AS CASCO PRODUCTS CO. MERCHANDISING DIR.

Jack Schenberg has announced his resignation as director of merchandising of Casco Products Corp., Bridgeport, Connecticut, where he was also secretary of the company and a member of the board. Mr. Schenberg has been associated with Casco since 1940 when he joined the organization after nine years as merchandising director of Samson United Corp., Rochester, New York.

Mr. Schenberg became affiliated with Casco as one of the key individuals in setting up the new home appliance, sales and manufacturing division, of the company. Up until that time, Casco Products had confined its activities almost exclusively to the manufacture of automotive accessories.

PIERCE; EAGLE PAINT CELEBRATE CHRISTMAS

Company officials, salesmen and department heads of the F. O. Pierce Co. and the Eagle Paint & Varnish Works attended the annual company dinner and Christmas party at the Hotel Astor recently.

J. L. Rockwitt, secretary of the firm, acted as toastmaster and formally introduced newer members of both sales forces. He later presented Harry R. Hillman, president, to the assembled gathering.

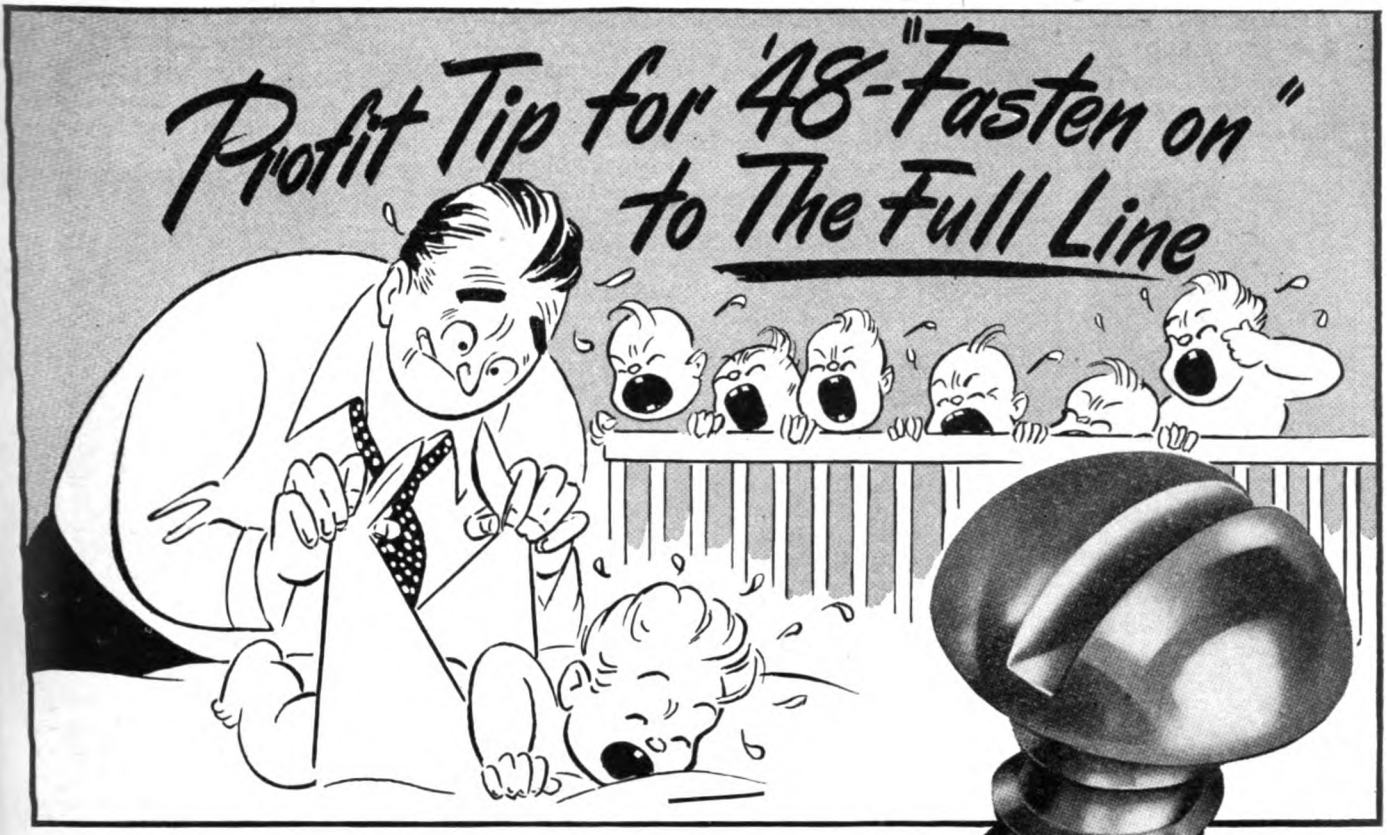
Mr. Hillman complimented the sales, production and shipping departments for their efforts during 1947. He then outlined company plans for the future and called on all those present to redouble their efforts in 1948.

Highlight of the evening was the presentation of an engraved gold wrist watch by Sales Manager Rolland C. Munier to Chester P. Farrington, veteran of 50 years of service with the F. O. Pierce sales force.

Pierce and Eagle sales representatives from Massachusetts, Connecticut, Pennsylvania and the metropolitan New York area attended the dinner and witnessed the floor show which followed.



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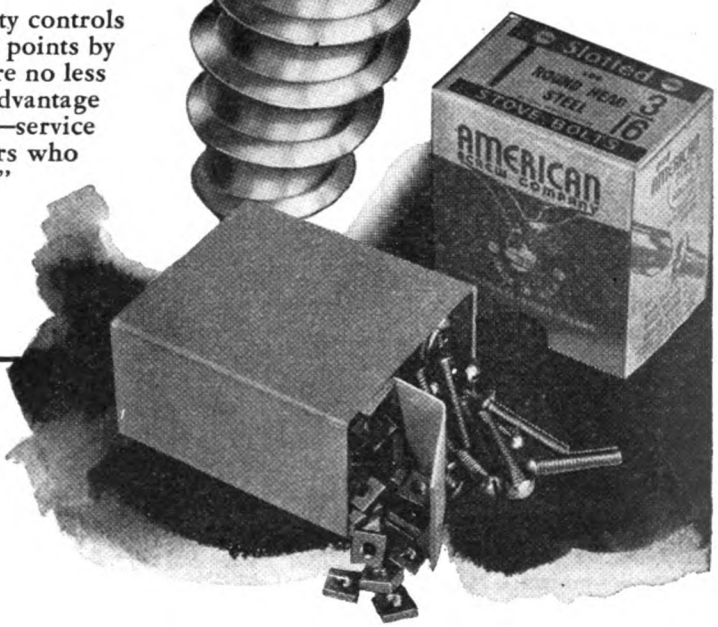
AMERICAN

SCREWS and BOLTS

You *simplify* your selling and *multiply* your profit opportunities when you concentrate on the COMPLETE line of American Screws and Bolts. Whether it's wood, machine, sheet metal screws or stove bolts . . . slotted or Phillips recessed heads, you can say "yes" to your customer confidently when his requirements call for a variety of sizes or metals. For in addition to steel and brass, American Screws are made in stainless steel, aluminum monel and everdur (silicon bronze) when volume is sufficient for production runs.

And your customers re-order! For American quality controls consist of multiple checking of heads, threads and points by experienced men and unerring machines—to assure no less than 144 perfect screws in every gross box. Take advantage of America's full line, quality and engineering help—service your share of the growing number of screw buyers who mark orders "American Brand . . . don't *substitute!*"

AMERICAN SCREW COMPANY
PROVIDENCE 1, RHODE ISLAND
Chicago 11: 589 E. Illinois St. *Detroit 2:* 502 Stephenson Bldg.



". . . and here's the Trade-Tested Package for STOVE-BOLTS!"

Users and dealers alike have put a big OK on this unique partitioned package, originated by American. This box keeps bolts and nuts separate . . . helps dealers in stock-keeping . . . frees users from chore of turning nuts off bolts.

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HOLLIMON DIV. MGR. FOR LOWE BROS.

The Lowe Bros. Co., Dayton, Ohio, has recently appointed T. H. Hollimon manager for the



T. H. HOLLIMON

California division. In this newly created division he will direct the sales of all the company's products through dealers and distributors.

Mr. Hollimon's career was started when he served as city sales representative with The Planter Lumber Co., Little Rock, Ark., and ultimately became manager. He joined The Lowe Bros. in 1939 as territory representative for the state of Tennessee. He served in the army and was discharged as major from the combat infantry. He then resumed his sales activities in Nashville, and later in a Southern Florida territory.

GRAVES-HUMPHREYS BUILDING NEW STORE, WAREHOUSE, OFFICE

Graves - Humphreys Hardware Co., wholesalers, Roanoke, Va., is constructing a new and modernistic store - office - warehouse buildink. Upon completion of the building. Upon completion of the its present store at 18 E. Church Ave., where it has been located for the past quarter century. The building will be of reinforced concrete, including the exterior walls. The building will have a total of 80,000 sq. ft. of floor space.

HAMILTON APPOINTS TWO DIVISIONAL SALES MGRS.

Hamilton Mfg. Corp., Columbus, Ind., has recently promoted two Cosco district sales representatives to the positions of divisional sales managers. Les Fox, Kansas City, salesman has been named sales manager, western division, including Illinois, Michigan, Wisconsin, Northern Indiana and Ohio. George Stein, who previously traveled the southeastern part of the United States, will now handle the eastern division as sales manager. The area consists of six districts which cover the eastern and northeastern parts of the United States and extends west to the Mississippi in the south and to Middle Ohio in the north.

GARNER HEADS SALES FOR MONTGOMERY & CRAWFORD

R. A. Garner, formerly connected with the Industrial Supply Division of Montgomery & Crawford, Inc., Spartanburg, S. C., as a traveling sales representative, has been advanced to general sales director of the company. He started his career with his father, then president of the Union Hardware Co., Union, S. C. He joined Montgomery & Crawford, in 1939, as an industrial supply sales representative.

HOUSEWARES, APPLIANCE PRICE INCREASES FOR JANUARY MARKET

The annual Winter International Homefurnishings Market was held recently at the Merchandise Mart, Chicago, from Jan. 5-17. In addition to permanent exhibits at the mart, there were temporary displays for the convenience of the buyers at the International Amphitheatre, Jan. 15-22. A spokesman for the industry stated that conditions have improved over recent markets, although the steel situation still is not good. It was predicted that slight increases in prices will be indicated in January. Overall production is higher than prewar days, but the manufacturer is far from satisfying the pent-up demand. This housewares and appliance meeting was the largest ever held as almost 900 manufacturers exhibited their products.

W. A. PATTERSON HEADS CED FINANCE COMMITTEE

William A. Patterson, president of the United Air Lines, has recently been appointed 1948 chairman of the finance committee of the Committee for Economic Development. Among the chairmen appointed for the various industries and other groups are: Melvin H. Baker, president, National Gypsum Co., New York, building materials; John D. Biggers, president, Libbey-Owens-Ford Glass Co., Toledo, glass; John L. Collyer, president, the B. F. Goodrich Co., Akron, rubber; Edward B. Cosgrove, president, Minnesota Valley Canning Co., Le Sueur, Minn., canners and preservers; H. H. Hoover, president, the Hoover Co., North Canton, Ohio, household appliances; Elmer L. Lindseth, president, Cleveland Electric Illuminating Co., Cleveland, public utilities in the Midwest; and Philip D. Reed, chairman, General Electric Co., New York, electrical.

ROEBLING'S APPOINTS VAN DIKE SALESMAN

John A. Roebling's Sons Co., Trenton, N. J., maker of wire rope and wire products, has appointed

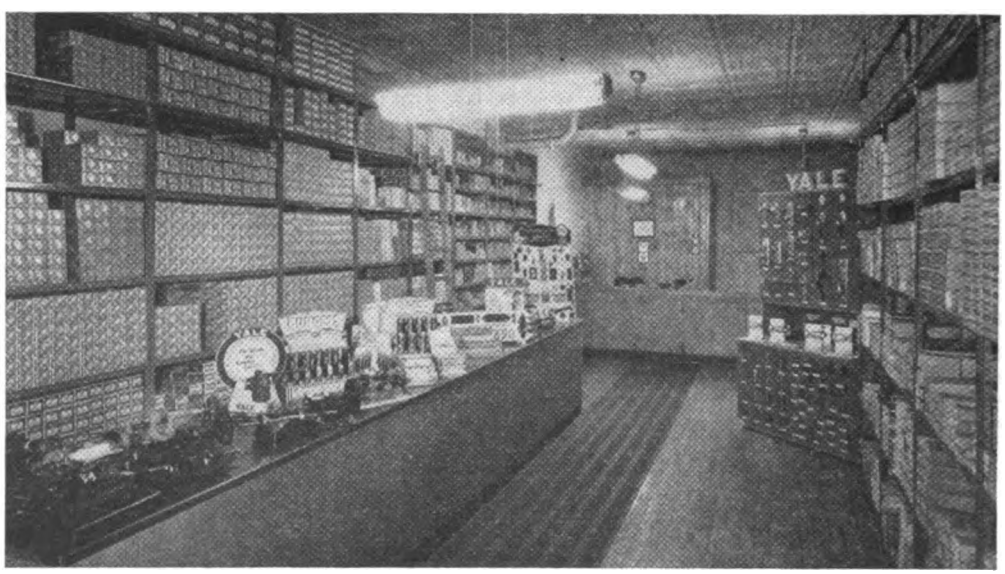


L. H. VAN DIKE, JR.

L. H. Van Dike, Jr., Detroit, Mich., representative, replacing the late Harry T. Hirbe. Mr. Van Dike, a former lieutenant in the USNR, has been with the company since 1946.

SHERIDAN-CLAYTON DISTRIBUTE CHROMEDGE

The B & T Metals Co., Columbus 16, Ohio, makers of Chromedge metal trims and accessories has appointed Sheridan-Clayton Paper Co., 303-308 S. Third St., St. Joseph 5, Mo., distributor, in that area.



A. LEWIS, INC., HOLDS OPEN HOUSE.—On three recent successive Sundays, A. Lewis, Hardware, Inc., 28-50 31st St., Long Island City 2, N. Y., distributors of builders hardware, related lines and electrical supplies, held open house for customers and prospects. Plans call for later establishment of a second and larger showroom on the floor above. Al. Lewis, present head of the concern, represents the third consecutive generation of his family to devote his business life to the sale of hardware lines, the firm having been established by his grandfather.

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SPEEDS SERVICE TO CUSTOMERS!



Things move so much faster with a new, modern National Cash Register System! For it lets *everyone* know *exactly* where he stands at *every* instant. A glance at the indicator, and your *customer* has his payment money ready. With nothing to add and nothing to write, your *clerk* quickly produces the correct change. And *you* have an instant, complete, detailed and unchangeable record of every transaction.

Mechanizing your business figurework with a new, modern National Cash Register System brings entirely new standards of business control and protection. Have your local National representative show you just what it could do for you! Sales and Service Offices in over 400 cities.

EXPRESSLY DESIGNED FOR HARDWARE STORES

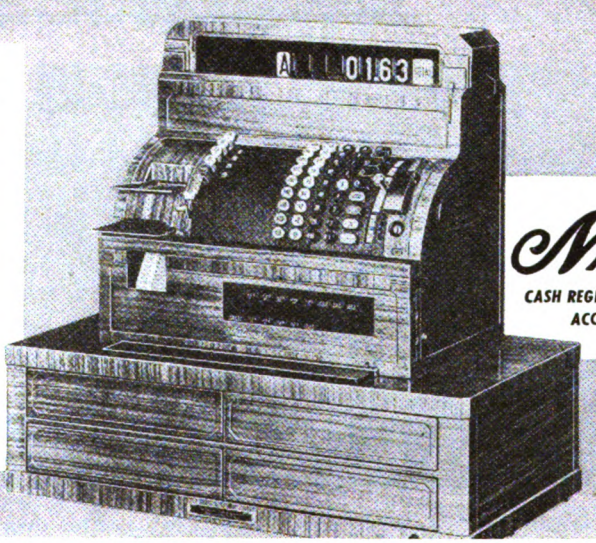
1. Issues an itemized and totalled printed receipt, or prints a record on the original and duplicate sales-slip.

2. Separate cash drawers for recording the sales made by each of 4 clerks.

3. Purchases of more than one item are mechanically — and *accurately* — added.

4. All item accounts are automatically distributed into 5 department classification totals, locked within the register.

5. Printed audit strip affords you *instant* record, in detail and total form, as to activities by departments, clerks and transactions.



National

CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

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JOHN MILLS ADVANCED MGR. AER-A-SOL DEPT. BRIDGEPORT BRASS

John H. Mills, manager of Aer-a-sol sales at Bridgeport Brass Co., since 1943, has been promoted to manager of the Aer-a-sol department. Mr. Mills has announced that his company has arranged with Westinghouse Electric & Mfg. Corp. to take over the trademark and active business of its bug bomb division.

Mr. Mills joined the company 23 years ago, starting as a general foreman in the rolling mill and after five years in production transferred to sales. For 13 years he worked out of the New York sales office and when Bridgeport Brass went into the Aer-a-sol field, he was put in charge of the Aer-a-sol sales program.

KEYSTONERS HOSTS AT OPEN HOUSE PARTY

The Keystoners held their annual Christmas Party, Dec. 20, in the form of an open house at the Broadwood Hotel, Philadelphia, Pa., with more than 311 members and guests participating in the festivities. Howard Easton, National Twist Drill & Tool Co., as chairman of the entertainment committee directed the affair with the assistance of M. G. Hayden, manufacturers agent, and Jimmie Jones, The Carborundum Co.

AL HOLMER RE-ELECTED PRES. INDUSTRIAL MINERAL WOOL GROUP

N. A. Holmer, vice-president and sales manager of the Carney Co., Inc., Mankato, Minn., was recently re-elected president of the Industrial Mineral Wool Institute, an international organization representing manufacturers



N. A. HOLMER

of industrial insulation at the group's annual meeting in New York. T. C. Carter, vice-president of Eagle Pitcher Sales Co., Cincinnati, was named vice-president. Elected to the board were: Messrs. Holmer, Carter, E. T. Detgen, sales manager, Owens-Corning Co., Toledo, and W. H. Hill, president, Baldwin-Hill Co., Trenton, N. J.

$20 MILLION EXPANSION PROGRAM PLANNED BY HOTPOINT, INC.

A $20 million expansion program has been planned by Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill. The program presents a challenge to the company's marketing organization and its distributors, according to James J. Nance, president. The challenge was accepted by Leonard C. Truesdell, vice-president of marketing.

Sixty-nine representatives of 20 Hotpoint distributors' houses attended the first distributor meeting since before the war, held at the Stevens Hotel, Chicago. Mr. Truesdell opened the business phases by outlining specific responsibilities at each marketing level, interpreting the new plant facilities investment program into the distributors' programs. He closed the meeting with a recapitulation, pointing out the close connection between production and the many phases of marketing, and characterized the period ahead as a time of a "stupendous job that calls for team-work and cooperation at every step."

INDIAN FIRM SEEKS SMALL HAND TOOLS

Bhutta Bros., Nizamabad, Punjab, N.W.R., India, is seeking lines of engineers' small hand tools for the Western Pakistan area.

ADLER ELECTED PRES. ESSEX COUNTY PAINT DEALERS ASSOCIATION

Abraham Adler was recently elected president of the Essex County Paint Dealers Association, succeeding Abraham Siegel, who had served as president since the groups inception several years ago.

Herman Josephson, Brooklyn-Long Island Paint Dealers Association, was elected vice-president and Ephraim J. Faber, Paint Dealers Association, was re-elected secretary. The Institute adopted a resolution opposing the proposed return to a one year line by the wallpaper manufacturers. Two scholarships will be awarded to the two best students selected by the faculty at New York University from among students attending the class in merchandising paint and paint accessories.

EAGLE SALES CO. TO DISTRIBUTE PRESTO COOKER

The National Pressure Cooker Co., has recently appointed the Eagle Sales Co., Inc., 78-80 Boston St., Newark 3, N. J., exclusive distributor for its lines of Presto Cookers, Canners, etc. The company will handle the 13 counties of northern and central New Jersey.

SHELLER MFG. CORP. BUYS DRYDEN RUBBER

Sheller Mfg. Corp., Chicago, has recently acquired the Dryden Rubber Co., makers of about 135 rubber items used in an automobile, except tires, inner tubes, radiator hose and floor mats. Sheller's main product is steering wheels for cars, trucks, and tractors. No changes in personnel are contemplated except for the expansion of the Sheller board to seven members. George B. Dryden has been elected a director and chairman of the executive committee and Oliver Vinnedge, former vice-president and general manager of Dryden will continue in charge of those operations.

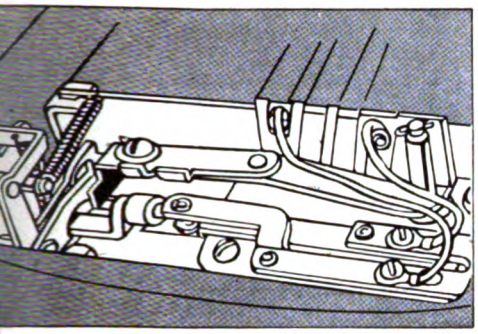
GREAT NECK SAW MFRS. TO CONSTRUCT TWO NEW BUILDINGS

Great Neck Saw Manufacturers, Inc., Mineola, N. Y., has started its expansion program by breaking ground for two additional structures. One building, a plant with glass brick providing a fine facade, will cover 10,000 sq. ft. of ground and will be devoted to a new line of hand tools. The other building will cover 8000 sq. ft. and will be utilized as a warehouse with the latest material handling equipment to facilitate moving.

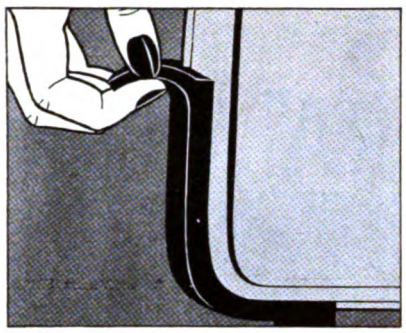


Members of the American Safety Razor Corp., 25 Year Club met for their second annual meeting at the Hotel Park Central, New York City, recently. Several new members from the sales office and plant forces were added to the roster and initiated at a cocktail party and dinner. The picture shows a group of employees with service from 25 to 49 years continuously with the company and its subsidiaries.

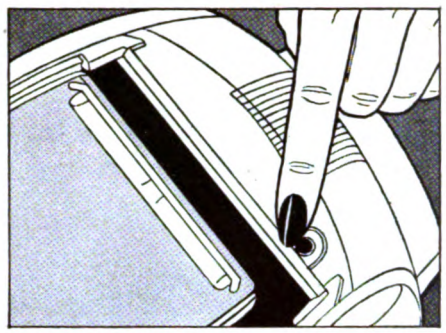
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1 NEW SUPERFLEX toast timer guarantees perfect toast every time. Compensates for a wide range of voltage variations *automatically*. Never needs adjustment.



2 NEW EASY-LIFT HANDLES are large, smooth, and curved to fit the finger tips. Safe . . . sure-grip . . . always cool to the touch. An *exclusive* "Toastmaster" feature.



3 NEW POP-OPEN CRUMB TRAY makes this toaster a cinch to clean. Hinged tray pops open at the push of a button. No tricky catch, nothing to remove and mislay.

New Toaster... New Features... New Sell!



Look here!... your Customers do!

The name "Toastmaster" on a toaster guarantees *top quality* to every purchaser of this famous product. It stands for the toaster that's easiest to sell, the one that stays sold. Twenty-six years of engineering skill and experience goes into the manufacture of every "Toastmaster" toaster. It's this "know-how" acquired down through the years that today makes it the most-wanted toaster in America. The present unprecedented demand means profits for you now—even greater profits in the future—as more and more "Toastmaster"* toasters are being made every day.

the New

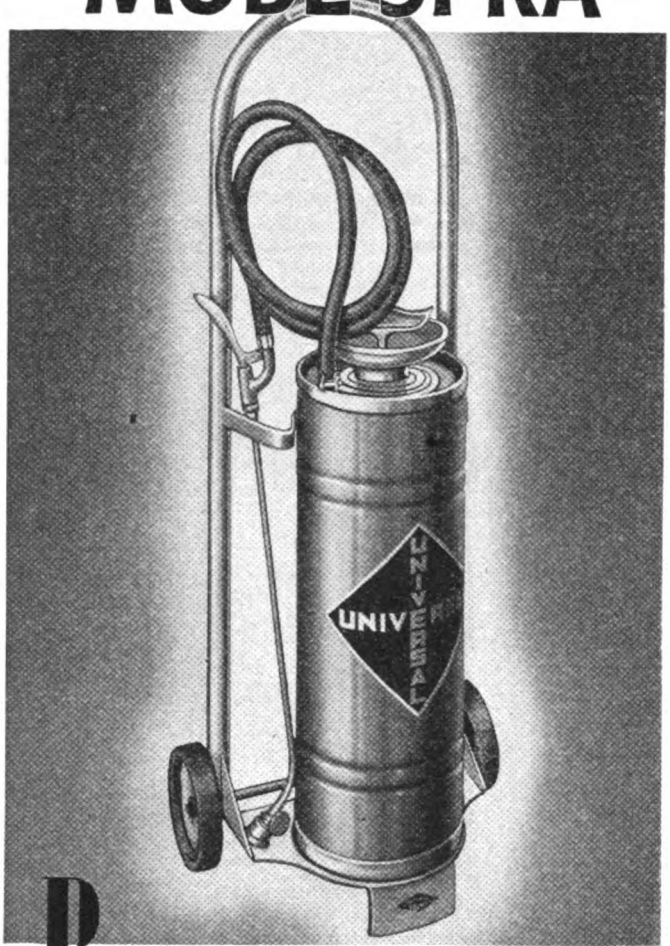
TOASTMASTER

Automatic Pop-Up Toaster

*"Toastmaster" is a registered trademark of McGraw Electric Company.
Copyright 1948. Toastmaster Products Division,
McGraw Electric Company, Elgin, Illinois.

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UNIVERSAL'S "MOBL-SPRA"



BRAND NEW...

and a Sales "Natural"

Here is the newest and finest item in Compressed Air Sprayers — one that fills a long-felt need, and one you can really go to town with. 3½ gallon capacity — mounted on a sturdy but light-weight truck. Takes the tiring work out of compressed air spraying. Just the thing that thousands of women as well as men will go for in a big way. Only one of its kind on the market and typical of the advantages you get in UNIVERSALS — by long odds the best line to handle. Ask your jobber for them. If he can't supply, write direct to us.

UNIVERSAL METAL PRODUCTS CO.
SARANAC MICHIGAN

PERFECTION STOVE CO. NAT'L. SALES MEETING

Perfection Stove Co., Cleveland, Ohio, recently held a national sales meeting to which 100 of its salesmen were invited. The first business meeting was held in Perfection's million dollar research center. The five-day meeting featured business sessions, and tours of the new engineering research center and the Ivanhoe plant. Visitors also had the opportunity to witness the fabrication of Perfection, Ivanhoe and Superfex products.

AL WOLFF APPOINTED SALESMAN FOR PEARL-WICK CORPORATION

Al Wolff, formerly of the Wagner Mfg. Co., has recently been appointed sales representative in charge of the midwest territory for the Pearl-Wick Corp., Astoria, L. I. Mr. Wolff will work from Chicago and his territory will consist of Illinois, Minnesota, Missouri and Indiana.

Herman Heart who has been covering the Virginia's and the Carolina's has been given, in addition, Tennessee, Alabama, Georgia and Florida.

A.G.A. HOME SERVICE WORKSHOP IN CHICAGO

At a comprehensive four-day Home Service Workshop sponsored by the Home Service Committee of the American Gas Association, Jan. 21-24, in Chicago, new developments and practical working information on a broad scale will be brought to the nation's gas utility home service personnel. More than 30 home service, equipment, food, education and sales authorities will be featured on the program. Headquarters of the workshop will be at the Congress Hotel, but two of the sessions will be in the Home Service Auditorium of the Peoples Gas Light & Coke Co. Samples of home service literature, photographs, programs of classes and other material will be on display.

AMERICAN MFG. CO. OFFERS CALENDARS

American Mfg. Co., Noble & West Sts., Brooklyn 22, N. Y., is offering to the trade, 1948 calendars, without charge, showing the sloop-of-war WASP by C. R. Patterson, marine artist. A history of the vessels named WASP can be found under the calendar pad.

MANHATTAN SALES CO. HAS LARGER OFFICES

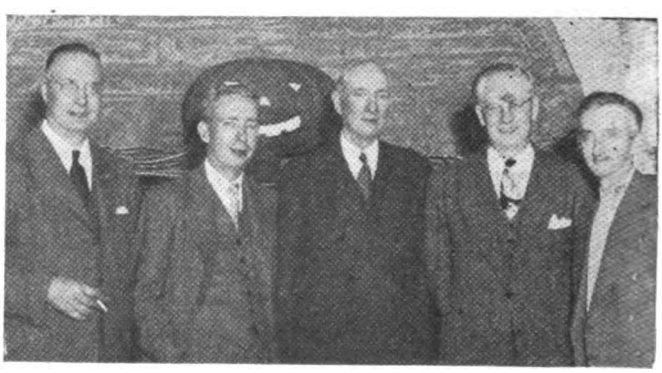
Manhattan Sales Co., formerly at 9 E. 4th St., New York City 3, has moved to larger quarters at 24-26 Stagg St., Brooklyn. David Kahane and Saul Schreiber, principals of the firm, were formerly with Manhattan Housewares. This is the second expansion move made in the five years that the company has existed.

BRIGGS ELECTED MEMBER CONTROLLERS INSTITUTE

Robert A. Briggs, assistant controller of the Gillette Safety Razor Co., Boston, Mass., has been elected to membership in the Controllers Institute of America.

HUNGARIAN FIRM WANTS U. S. LINES

The firm of Hajos & Szanto, Ltd., VI Benczur-u. 13, P.O. Box 317, Budapest 62, Hungary, writes that it is interested in receiving catalogs and information on all kinds of American household and kitchen utensils.



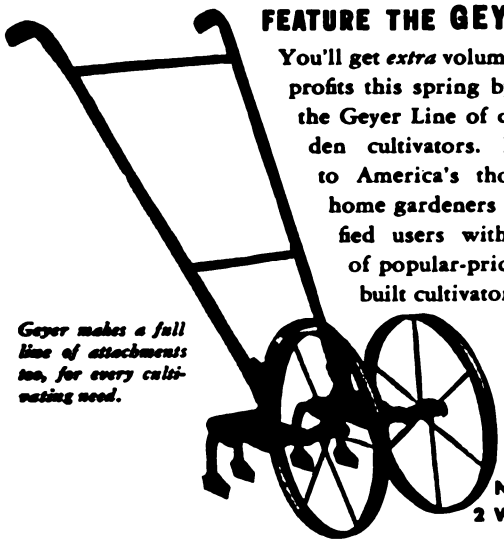
Five of the seven founders of The Keystoners, consisting of 75 representatives of the leading manufacturers of tools in the United States, all covering Philadelphia and adjacent territory. Left to right are: M. I. Jackson, fifth president, Robert Brown, third president, Dave Moffatt, first president, Wm. Everline, second president, and M. G. Hayden, fourth president.

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WANT Extra SPRING PROFIT?

FEATURE THE GEYER LINE

You'll get *extra* volume and *extra* profits this spring by featuring the Geyer Line of quality garden cultivators. Easy sales to America's thousands of home gardeners make satisfied users with this line of popular-priced, sturdy-built cultivators.



Geyer makes a full line of attachments too, for every cultivating need.

No. 630D
2 Wheel Type

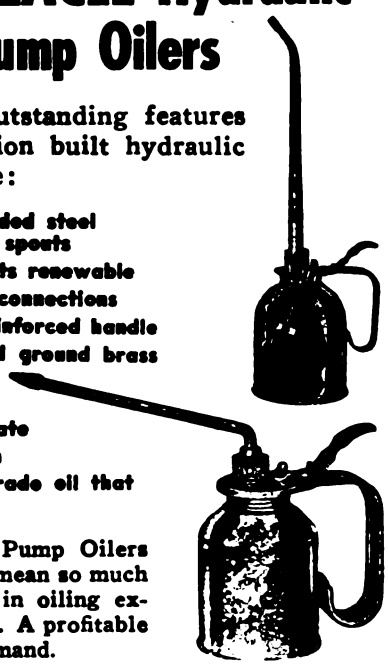
FREE! Write today for new "Geyer-Gram" that explains why you can get extra profits this spring with this line of quality cultivators. See our advertisement in Hardware Age. Directory page 784.

GEYER MFG. CO.
ROCK FALLS • ILLINOIS

Why Mechanics *Who Know* Choose EAGLE Hydraulic Pump Oilers

Some of the outstanding features of these precision built hydraulic pump oilers are:

- Seamless welded steel detachable spouts
- All pump parts renewable
- No soldered connections
- One piece reinforced handle
- Machined and ground brass plunger
- Ball valves
- Easy to operate
- Easy to clean
- Pumps any grade oil that flows



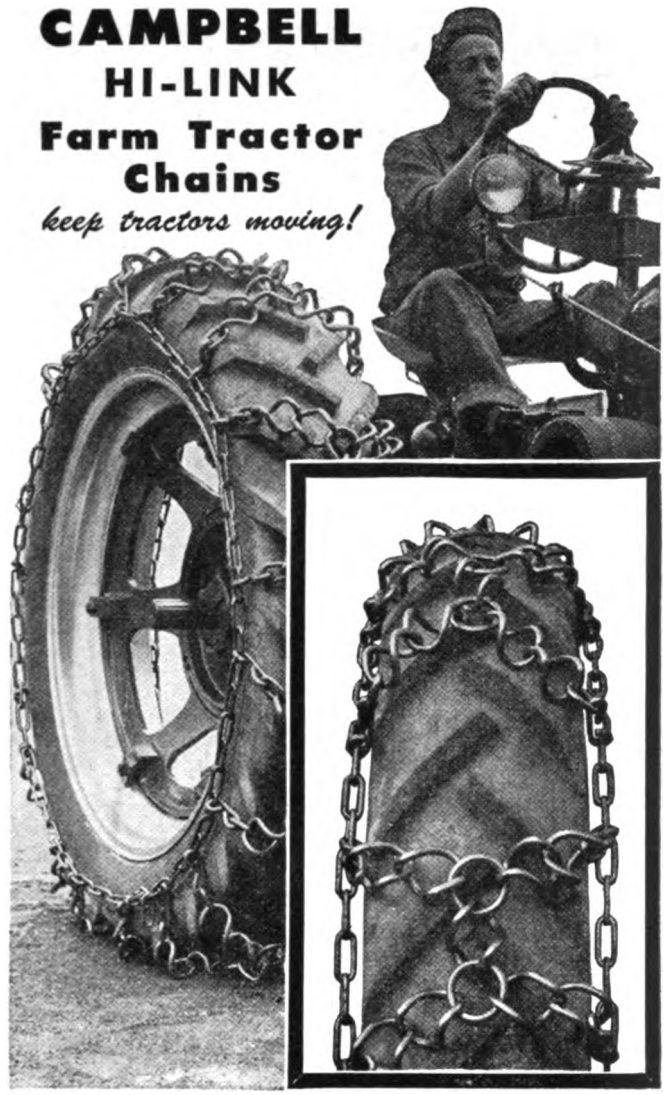
Eagle Hydraulic Pump Oilers cost no more but mean so much more to the user in oiling expensive equipment. A profitable item that is in demand.

Order from your Jobber, or write

EAGLE MANUFACTURING COMPANY
Dept. HA148 Wellsburg, West Virginia

CAMPBELL HI-LINK Farm Tractor Chains

keep tractors moving!



Neither mud nor soft, slippery ground can hold back the tractor equipped with Campbell Hi-Link Farm Tractor Chains. Extra large, self-cleaning links and X-type cross chain construction assure continuous traction under the worst ground conditions. Hardened cross chains and electric welded side chains mean extra long wear.

This is only one item in the complete Campbell line of chain for industrial, marine, farm, automotive use, which makes it possible for you to supply all your customers' chain needs. *International Chain & Mfg. Company, York, Pennsylvania.*

The CAMPBELL Line

CAMPBELL
Hi-Link
FARM TRACTOR CHAINS

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THE SAN FRANCISCO POT & KETTLE CLUB recently presented a "Johnny Loughman Day" to honor that gentleman for achieving a record of 60 years with one firm, H. Boker & Co., Inc., cutlery manufacturers. The inscription on the cake, prepared for the occasion, read, "Cutting up for 60 years—and still going strong." The meeting was the first to be held in the new Green Room of the Western Merchandise Mart.

HOBBY SHOW TO BE IN CHICAGO, FEB. 21-28

The World Hobby Exposition is planning a hobby show to be held at the Coliseum in Chicago, Feb. 21-28. The show will have 400 exhibitors who will have their products on display. The show is under the direction of Ted Black.

GERMAN AGENT SEEKS UNITED STATES GOODS

American lines of hardware, tools, spare parts for machines and novelty lines are sought, for representation in that country, by A. Kramer, Deichstrasse 34, Hamburg, Germany, a manufacturers' agent. Deutche Bank Filiale Hamburg, Germany, is given as a bank reference.

WESTERN WINTER MARKET TO BE HELD FEB. 2-7 AT MERCHANDISE MART

The Western Winter Market will be held at the Western Merchandise Mart, San Francisco, Cal., Feb. 2-7, and will reflect the new style trends in all price brackets and all types of home goods. "Keeping Apace," theme of the market is the keynote of the extensive showings. More than 2000 manufacturers of all types of home goods will participate. The Seven-Markets-In-One held simultaneously at the Mart include Western Furniture Market, Western Floor Covering Opening, including linoleum; Western Radio and Appliance Show, including gas, electric and oil appliances; the Western Gift & Housewares Show, lamps, pictures and mirrors; the Western Decorative Textile Show, and the Toy & Juvenile Goods Show, Feb. 2-7. The Western Gift, Stationery, Jewelry, Toy and Housewares Shows at both the Mart and the Civic Auditorium will be held Feb. 4-8.

AGA APPOINTS POTTER PROMOTION DIRECTOR

H. Vinton Potter has recently been appointed coordinator of promotion of the American Gas Association, 420 Lexington Ave., New York City 17. Mr. Potter formerly served as director of the association's New Freedom Gas Kitchen program.

LEEDS & NORTHRUP ACQUIRE BUILDING

Leeds & Northrup Co., Germantown, Pa., has recently purchased a two story and basement building at 34 E. Logan St., a block from the main plant.

NORGE PRESENTS NEW REFRIGERATOR LINE

The Norge Division of Borg-Warner Corp., Detroit, recently presented to the trade a new and advanced line of household refrigerators which, among other improvements, feature greater interior space without added floor space, according to M. G. O'Harra, vice-president and director of sales.

Display of the products was made at the opening of the Midwinter Furniture Market held at the American Furniture Mart, Chicago. Other new features of the line include installation of the automatic defrosting mechanism in the refrigerator door at eye level, new interior styling, and the addition of a new small-family or apartment-size six cu. ft. model.

T. A. KENNALLY, V. P. ASSISTANT TO PRES. PHILCO CORP.

In a further expansion of the executive organization of Philco Corp., Philadelphia, Pa., Thomas A. Kennally, former vice-president in charge of sales, has recently been appointed vice-president and assistant to the president of Philco to assist in the over-all direction of the company's activities.

James H. Carmine, former vice-president in charge of merchandising, was named vice-president in charge of distribution.

Mr. Kennally joined the company in 1924. After serving as district representative in central New York for several years he was made manager of the east central division with headquarters in Cincinnati from 1927 to 1930. In the latter year he was appointed manager of the New York office for Philco and continued in that position until he was promoted to general sales manager in 1935, with headquarters in Philadelphia. In 1941 he was named vice-president in charge of sales and he has been a member of the company's board of directors since 1940.

Mr. Carmine has been connected with Philco in positions of increasing responsibility since 1923 when he became district representative in Pittsburgh. He was later manager of the Syracuse office handling Philco distribution in New York state. After acting as manager of the company's east central division with headquarters in Buffalo and later in Cleveland, he went to Chicago as sales manager of the middle west in 1932.

In 1939 he was transferred to the home office of Philco in Philadelphia to become assistant general sales manager and in 1941 he was made general sales manager.

For the past five years, Mr. Carmine has been vice-president in charge of merchandising and a director of the Philco Corp.

H. G. EVANS HEADS WIS. CHAMBER OF COMMERCE

Howell G. Evans, vice-president in charge of sales, Hamilton Mfg. Co., Two Rivers, Wis., has been elected president of the Wisconsin State Chamber of Commerce.

ROBINSON, HAPKE MOVES OFFICES

Robinson, Hapke Co., importers and exporters, has recently moved its offices to 132 Nassau St., Room 511, New York City 7, phone Barclay 7-7351.



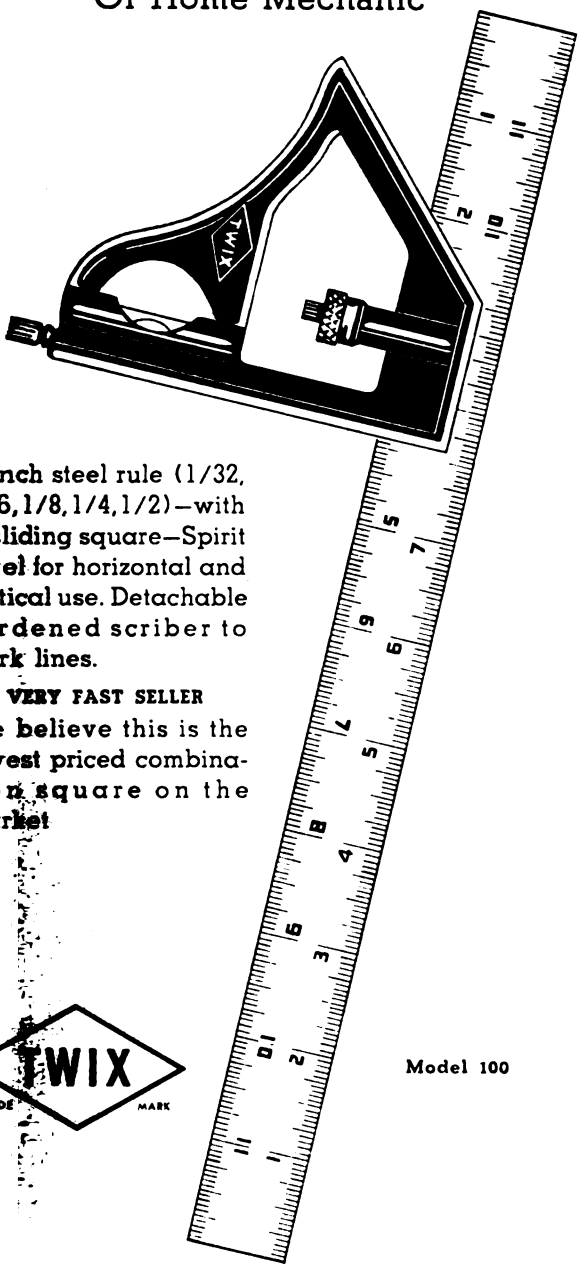
A CERTIFICATE OF MERIT was recently awarded to the Master Lock Co., Milwaukee 10, Wis., in recognition of the high quality of its products by the Associated Locksmiths of California at its recent convention in Long Beach, Cal. The Certificate was presented to B. A. Richardson, shown, western representative of the company.

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Ask Your Jobber For This Quick-Selling

COMBINATION SQUARE

Can Be Used By Any Professional
Or Home Mechanic



12 inch steel rule (1/32, 1/16, 1/8, 1/4, 1/2)—with 4" sliding square—Spirit Level for horizontal and vertical use. Detachable hardened scriber to mark lines.

VERY FAST SELLER

We believe this is the lowest priced combination square on the market

TWIX TRADE MARK

Model 100

WATCH FOR ADDITIONAL TOOLS
NEW NUMBERS APPEARING REGULARLY
If your jobber can't supply you, write
TWIX MANUFACTURING CO., Inc.
40-09 21st STREET, LONG ISLAND CITY 1, N. Y.

Simple Arithmetic Shows 2-2-4

It's PROFITABLE
To Sell Quality Products
Like PARKER SMALL TOOLS



For instance, you must double your volume of trade, which in turn, calls for additional overhead, additional sales expense, additional floor space. With a quality line like Parker's, you eliminate dissatisfied customers and an accumulation of complaints, too frequently the result of cheaper merchandise.

Multiply the greater profits, the better satisfied customers from sales of Parker Small Hand Tools by a period of years. Quality pays immediately and in the long run too.

There'll be some new products in the quality line of Parker Small Hand Tools soon. Watch for them.

Buy the **Parker** *Line*

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.

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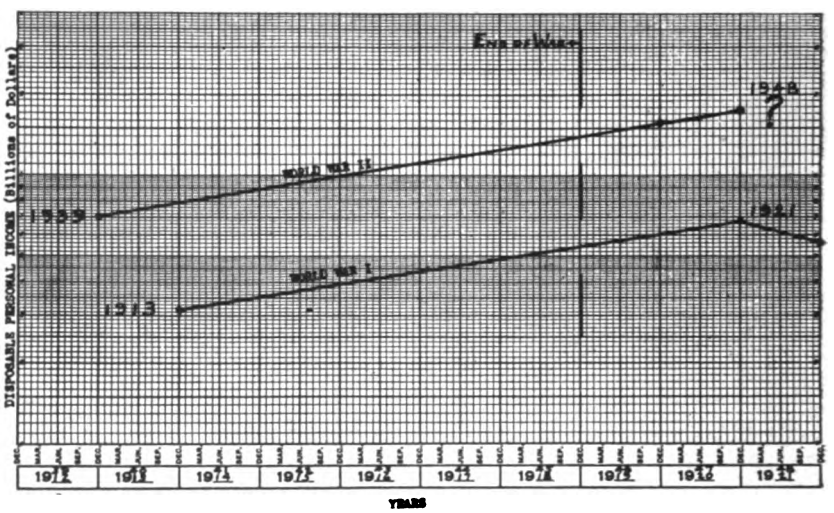
How Effective Is Your Advertising?

THIS advertising check list was worked out for appraising the effectiveness of retail advertising. Copy which gets 70 points or better has proved to be satisfactory. Sample checking of your advertisements against this table occasionally is suggested.

	Rating
1. Does the headline contain news value?	15
2. Is there a promise to the reader's self-interest?	15
3. Is there an appeal for direct action?	10
4. Is the advertisement of proper size for the importance of the offer and for its most favorable presentation?	10
5. Is the advertiser's signature clearly displayed?	5
6. Is the merchandise or service mentioned in the headline?	3
7. Does the headline include the name of the firm?	2
8. Does the illustration show the merchandise or service in use?	5
9. Does the illustration invite the reader to project himself into it pleasantly, profitably, or favorably?	3
10. Does the lay-out locate elements logically and eye-invitingly?	5
11. Is the lay-out exciting or attention compelling?	3
12. Does the copy tell what is new, different, or better about the merchandise or service, especially from the style angle?	3
13. Does the copy inspire enthusiasm for the merchandise or service?	3
14. Does the copy have a definite ring of truth and sincerity?	5
15. Does the copy tell the merchandise or service is priced to save money?	2
16. Does the copy tell that the product is guaranteed, lasting, and gives good service?	3
17. Does the copy develop and appeal to price?	2
18. Does the copy or illustration imply the merchandise increases sex appeal?	3
19. Does the copy tell why the merchandise is so priced?	1
20. Does the copy tell of the seasonal appeal of the merchandise?	1
21. Does the copy describe the merchandise or service with reasonable completeness?	2
22. Does the copy indicate a personal loss for not buying or using the product?	1
23. Are all negative thoughts connected with the product eliminated from the copy?	2
24. Does the copy indicate enthusiasm of users, such as testimonials?	2
25. Does the copy bring out superiorities of the merchandise or service over competitive products?	1
26. Is the urge to action repeated three times—in the heading, in first paragraph, and in closing?	5
27. Is the price displayed so it will command sufficient attention?	3
28. Is there a free deal, free offer, free trial, or something free included?	3
29. Have all details to facilitate action been included? (Phone number, order blank, store hours, mention of air conditioning, parking, etc.)	2

(Condensed from "Appendix F—An Advertising Check List," by Roscoe R. Rau and Walter F. Shaw, *Selling Home Furnishings*, Vocational Division Bulletin No. 216, Federal Security Agency, U. S. Office of Education, Washington, D. C.)

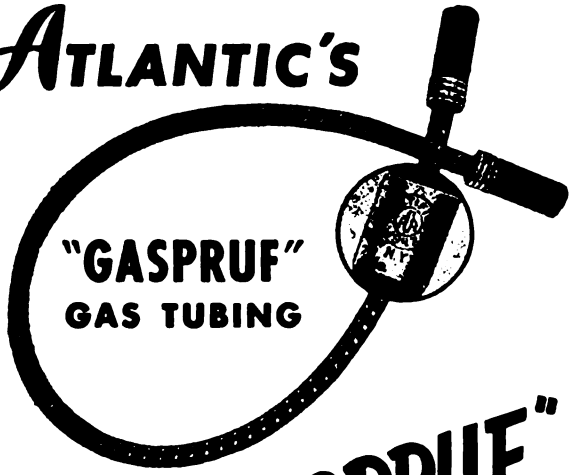
Average Changes in Disposable Personal Income In the United States During Two Post World War Periods



This chart comparing prices, during 1947, the second year following cessation of hostilities in World War II with 1920, the second year after cessation of World War I hostilities, shows that in 1920 the break in prices was in full swing. Shown is a comparison of prices in the period from 1913 to 1921 and from 1939 to 1948, with respect to disposable or net personal income received by individuals. The average rate of income change during the two periods was the same, as shown by the two parallel lines. Another interesting fact is that we started in 1939 with a net personal income of 70 billion dollars, which was approximately the peak in 1920. Consequently today we have an expanded economy or, in other words, an economy operating at a much higher level. From a sampling of some food prices and those of cotton and petroleum it seems that the degree of inflation last year was no greater—if as great—as in 1920. According to Federal Reserve figures based on 1935-39 average, after World War I, wholesale commodity prices rose to a level of about 210 per cent and wholesale prices other than food prices to 220 per cent. Peaks, late last year, were 195 per cent and 170, respectively. In 1920 the money supply of this country totaled 23.7 billion dollars. Late in 1947 it was 4½ times greater. Currency in circulation then ($28.7 billion) was seven times greater than in 1920 and eight times greater than the 1929 peak. If prices level off soon, our money supply seems adequate to take care of inflation to date.

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ATLANTIC'S



Only "GASPRUF" has all these sales features!



1 SEALED tight by rubber thread
2 FLEXIBLE core of galvanized steel
3 GASPROOF rubber insulation
4 GLAZED cotton braiding
5 CROSS-SWEDGED brass ferrule
6 RUBBER END — corrugation inside

Add to superior construction, the unqualified approval of Atlantic's testing board, the American Gas Assn. and the N. Y. Department of Health and you come up with greater, more profitable gas tubing sales.

Order "GASPRUF" from your wholesaler TODAY!

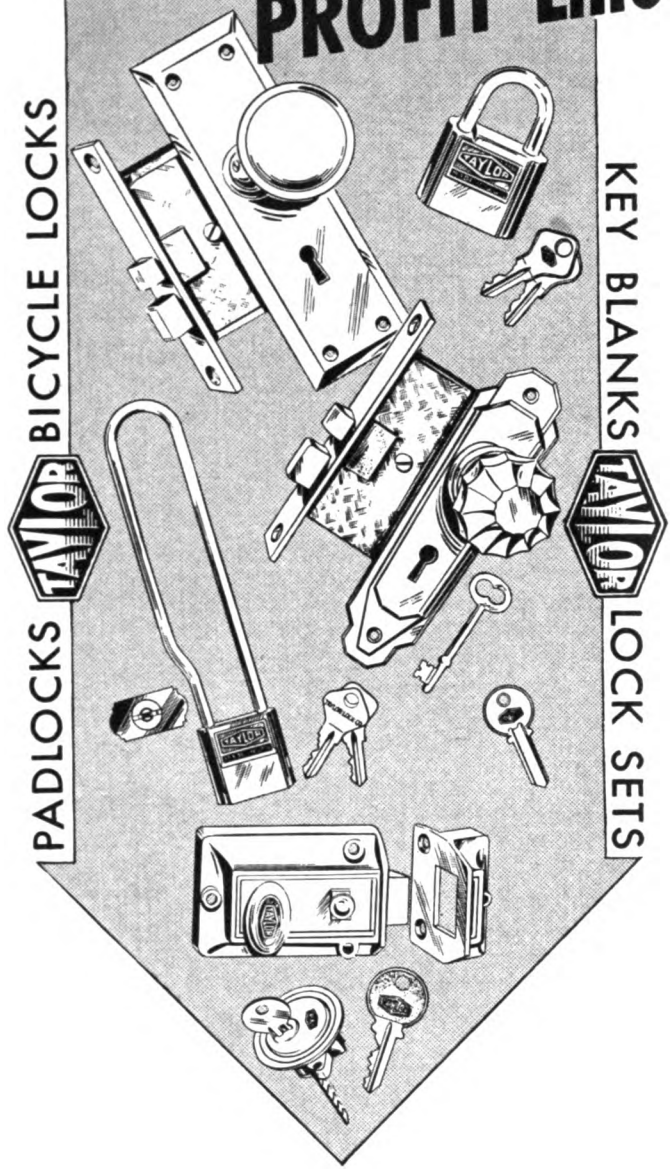
ATLANTIC TUBING & RUBBER COMPANY
ESTABLISHED IN 1864
CRANSTON 5 • RHODE ISLAND

- TUBING
- GARDEN HOSE
- PLASTIC TOILET SEATS
- MECHANICAL RUBBER GOODS

NIGHT TAYLOR LATCHES

"for safety's sake — say Taylor"

The BIG PROFIT Line

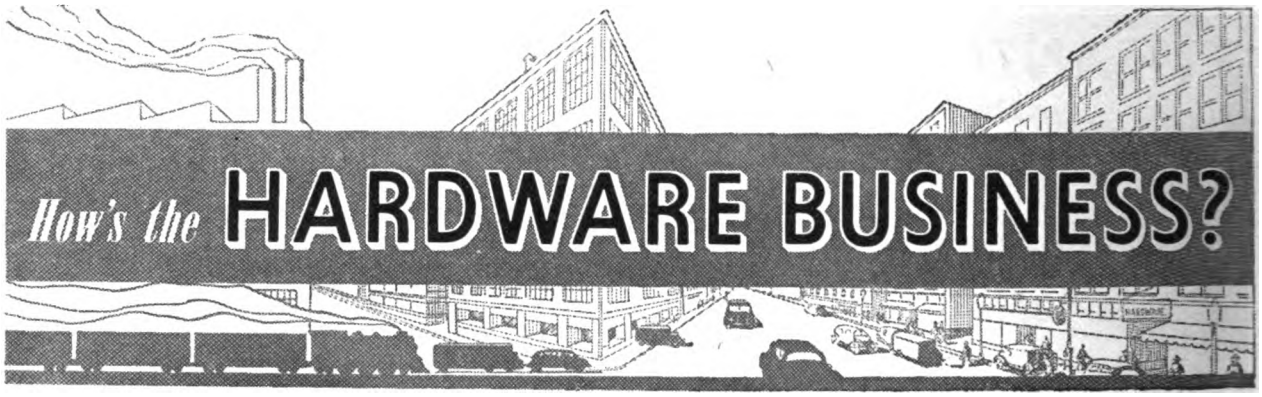


Since 1920, manufacturers of popular priced QUALITY-MADE locks and key blanks, TAYLOR distributes exclusively through your hardware wholesaler and locksmith supply house. Send for complete illustrated folder today.

TAYLOR LOCK CO.

PHILADELPHIA 32, PENNSYLVANIA

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January 15, 1948

ADVANCES

Some glaziers' supply items. Some carpenters' pincers. Axe, tool handles.

DECLINES

One line pre-sealer material. One line materials handling equipment. Some electrical appliances, component parts, television, radio items. Some electric clocks.

PRICES REAFFIRMED

One line of linoleum, asphalt tile and felt base floor coverings.

Electrical appliances, parts—Announcement was recently made by Charles E. Wilson, president, The General Electric Co., of price reductions on specific items running to as much as $20 on a single range and refrigerator model and averaging five per cent on all affected G. E. appliance lines. Included were some models of refrigerators, radio, television, self-contained air conditioners, ranges, vacuum cleaners, etc., and components including fractional horsepower motors, ballasts for fluorescent lamps, switches, etc., sold as component parts to other appliance makers or as replacement parts.

* * *

Glaziers' supplies—Prices have advanced about 10 per cent on one make of glazing guns and glaziers' points.

* * *

Handles—Some lines of axe and tool handles were advanced the beginning of the month about 10 per cent.

* * *

Scythe snaths—Last month an advance of about 12½ per cent was announced by a leading maker of scythe snaths.

* * *

Carpenters' pincers — Some numbers of one line of carpenters' pincers were advanced about 10 per cent.

* * *

Materials handling equipment—Morse Metal Products Co., Inc., New York City, has announced that as of Jan. 1, it has reduced prices on hand trucks, dollies, wheels, casters, skids and lift jacks.

* * *

Pre-sealer — Price reductions averaging approximately six per cent have been announced on Firzite, a product used to pre-seal wooden surfaces, United States Plywood Corp., New York City, has announced. All grades are affected.

* * *

Hard surface floor coverings—Armstrong Cork Co., Lancaster, Pa., floor division, has announced that base mill prices of its linoleum, asphalt tile and felt-base floor coverings will remain unchanged. C. N. Painter, vice president and general manager of the division, said that "although our costs of manufacturing continue to mount, we are delighted that manufacturing and distribution economies have enabled us to absorb these increased costs and so avoid a general advance at this time."

* * *

Electric clocks—Prices on specific models of Telechron clocks were

Wholesale Hardware Sales[a]

By Geographic Divisions, for November, 1947

GEOGRAPHIC DIVISION	Number of Firms c	SALES REPORTED: Percent Change November 1947 vs. Nov. 1946	SALES REPORTED: Percent Change November 1947 vs. Oct. 1947	SALES REPORTED: Amount (Add 000) Nov. 1947	Nov. 1946	Oct. 1947	SALES YEAR-TO-DATE b: Percent Change from 11 mos. 1946	Eleven Months 1947 (Add 000)	Eleven Months 1946 (Add 000)
U. S. TOTAL	260	+9	−13	$81,333	$86,264	$70,513	+23	$724,786	$587,404
New England	14	+2	−11	1,082	1,057	1,219	+17	17,181	14,677
Middle Atlantic	67	−2	−14	10,154	10,413	11,788	+19	115,605	96,884
East North Central	41	+14	−19	10,972	9,609	13,512	+26	128,482	101,583
West North Central	31	+2	−15	12,388	12,092	14,559	+24	137,700	111,088
South Atlantic	28	+16	−13	4,039	3,479	4,665	+29	56,853	43,998
East South Central	18	+25	−7	4,567	3,658	4,923	+28	43,112	33,557
West South Central	23	+16	−7	6,396	5,497	6,848	+26	87,967	69,878
Mountain	13	+14	−16	2,390	2,090	2,832	+29	24,518	19,042
Pacific	25	+12	−8	9,355	8,369	10,167	+17	113,368	96,761

Bureau of the Census — Current Wholesale Trade

a Includes 16 reports received too late to be incorporated in Census Bureau published releases.

b Includes reports received too late for inclusion in previous monthly totals.

c Number does not apply in all cases to the year-to-date figures.

States Comprising Regions:

New England—(Conn., Maine, Mass., N. H., R. I., Vt.)
Middle Atlantic—(N. J., N. Y., Pa.)
East North Central—(Ill., Ind., Mich., Ohio, Wis.)
West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.)
South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.)
East South Central—(Ala., Ky., Miss., Tenn.)
West South Central—(Ark., La., Okla., Texas)
Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.)
Pacific—(Calif., Ore., Wash.)

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Prepare Now for

NATIONAL Sew & Save WEEK

Feb. 21-28

ACME

Hot Forged SCISSORS and SHEARS

For the Trade that Demands the Best

You can stimulate sales by actively tying in with this popular campaign sponsored by the National Needlecraft Bureau Inc. by featuring Acme Scissors and Shears. The Acme Shear Co. is your only Scissors and Shears manufacturer sponsoring and promoting National Sew and Save Week.

The great interest in home sewing created by this promotion makes your customers responsive to suggestions for the best in sewing equipment.

Acme Hot Forged Scissors and Shears are built to provide the finest cutting instruments it is possible to make. While the demand for Acme Shears far exceeds the supply, we are glad to report improved deliveries on all items.



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

EVERSHARP KLEENCUT SCISSORS & SHEARS

A Peak Value in a Wide Price Range

Your trade is always receptive to quality at popular prices and Acme Eversharp and Kleencut Scissors and Shears offer the best values obtainable in a wide range of types and prices.

National advertising now appearing in the foremost women's service publications is telling your buyers the Acme story in a way that will establish Eversharp and Kleencut as the outstanding values today in Scissors and Shears.

World's Largest Manufacturer of Scissors and Shears



ENJOY THE BENEFITS OF THIS BIG PROMOTION

Send today to National Needlecraft Bureau Inc., 385 Fifth Avenue, New York, for your Sew and Save poster and newspaper mats—enter their window display contest. Generous cash awards.

The ACME SHEAR CO.

BRIDGEPORT 1, CONNECTICUT

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A SURE MONEY-MAKER!



"Pipe Master"
THREADING MACHINE

Speedy before . . . now speedier than ever with the new "SPIN-FAST" Wrenchless Chuck. A quick spin of the easy-grip wheel, chucks and unchucks instantly for any size pipe within range of machine.

With the "PIPE MASTER", you can thread pipe from two to five times faster than the muscle-straining hand method. Thread, cut, ream pipe and bolts the EASY way . . . the "PIPE MASTER" way!

Standard range: 1/4" to 2" pipe. Extra range 1/8" pipe. Range with auxiliary drive shaft: 2 1/2" to 6" pipe. Bolt range: 1/4" to 1 1/2".



Nipples as short as 3 1/2" in the 2" size can be threaded on both ends (as illustrated) *without using a nipple chuck!* (Other sizes in proportion). Pipe or studs as short as 2 1/2" can be held and threaded on one end.

Ask for Catalog No. 24-A

THE OSTER MFG. COMPANY
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OSTER

Wholesale Hardware Inventories[a]

By Geographic Divisions, for November, 1947

GEOGRAPHIC DIVISION	Number of Firms	END-OF-MONTH INVENTORIES (Cost)					STOCK-SALES-RATIOS[b]		
		Percent Change November 1947 vs.		Amount (Add 000)					
		Nov. 1946	Oct. 1947	Nov. 1947	Nov. 1946	Oct. 1947	Nov. 1947	Nov. 1946	Oct. 1947
U. S. TOTAL	177	+37	+2	$84,528	$61,477	$82,990	183	146	154
New England	8	+25	+2	2,382	1,907	2,312	295	282	283
Middle Atlantic	40	+45	+8	10,009	6,881	9,440	176	128	136
East North Central	36	+54	+1	16,709	12,425	16,539	164	141	132
West North Central	24	+41	+2	20,345	14,434	19,979	172	123	143
South Atlantic	23	+76	+4	5,899	3,340	5,455	180	113	132
East South Central	7	+24	+8	2,841	2,130	2,446	140	158	118
West South Central	15	+36	+1	8,947	6,966	8,863	214	181	194
Mountain	9	+45	0	1,821	1,024	1,828	172	128	160
Pacific	16	+28	0	15,628	12,396	15,628	225	180	209

Bureau of the Census — Current Wholesale Trade

a Includes 13 reports received too late to be incorporated in Census Bureau published releases.

b Stock-sales ratios are obtained by dividing the stocks by the sales for an identical group of firms.

reduced Jan. 1 by Telechron, Inc., Ashland, Mass., reductions averaging approximately five per cent. Telechron's lowest priced kitchen clock is now $4.50, instead of the former suggested price of $4.95. Similarly the company's lowest priced electric alarm suggested retail selling price was reduced from $4.95 to $4.50.

* * *

Fishing tackle—Greater leisure available to many and the fact that many ex-servicemen who never fished before are now going in for the sport. During the war the government had thousands of "Emergency Fishing Kits" dispersed throughout the world, including some on every plane, ship and life raft, and not all of them were used strictly for "emergencies." Each of these factors is said to account for the fact that rods, reels and other fishing equipment are now being sold at a $50,000,000 annual rate at the retail level, the equivalent of perhaps $25,000,000 at the manufacturers' level. This is an estimated 30 per cent above prewar sales. Jack Holmes, secretary of the Associated Fishing Tackle Manufacturers, believes the current sales volume should continue approximately the same for several years. Even depressions contribute to, rather than discourage, more fishing. Mr. Holmes estimated that some 12,000,000 fishing licenses were issued last season, but that the total number of fishermen

Wholesale Hardware Collections on Accounts Receivable[a]

By Geographic Divisions, for November, 1947

GEOGRAPHIC DIVISION	Number of Firms	ACCOUNTS RECEIVABLE					Collection Percentages[b]		
		Percent Change November 1947 vs.		Amount (Add 000)					
		Nov. 1946	Oct. 1947	Nov. 1947	Nov. 1946	Oct. 1947	Nov. 1947	Nov. 1946	Oct. 1947
U. S. TOTAL	237	+20	+6	$62,487	$52,193	$58,055	94	100	96
New England	13	+31	+2	1,327	1,010	1,307	76	94	81
Middle Atlantic	59	+18	+9	11,090	9,389	10,144	87	91	94
East North Central	39	+24	+12	12,784	10,321	11,390	90	99	93
West North Central	31	+21	+4	13,098	10,807	12,568	101	114	104
South Atlantic	27	+28	+2	4,415	3,446	4,328	98	102	100
East South Central	14	+37	+4	3,216	2,347	3,101	91	99	93
West South Central	21	+25	+5	5,177	4,157	4,908	104	116	107
Mountain	9	+12	+1	1,108	991	1,097	104	87	96
Pacific	24	+6	+1	10,272	9,725	10,214	92	91	88

Bureau of the Census — Current Wholesale Trade

a Includes 16 reports received too late to be incorporated in Census Bureau published releases.

b Collection percentages are obtained by dividing the collections by the accounts receivable for an identical group of firms.

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probably ran to 18,000,000 because no licenses are required for angling in coast waters or Great Lakes. This would compare with a prewar peak of about 8,000,000 licenses issued and some 12,000,000 anglers all told. Today's biggest problem of both manufacturer and fisherman, according to Mr. Holmes, is that many lakes and streams are being "fished out." The Association is active in promoting legislation and in working with other groups towards the conservation of this type of wildlife. For example, by calling for a nationally uniform pollution control.

* * *

Oil burners — Factory shipments of oil burners in October totaled 128,448 units, according to the Bureau of the Ceusus, Department of Commerce. These shipments represented an all-time peak, exceeding slightly the previous peak of 127,961 units established in September. Shipments in October, 1947, were almost twice the number shipped in Oct., 1946. Of the total number of oil burners shipped in Oct., 1947, the residential type accounted for 123,974 units or 97 per cent, the remainder being commercial and industrial types.

* * *

Electrical manufacturing — The electrical manufacturing industry, on an all out basis to fill an all-time record demand for electrical equipment and appliances, pushed production in 1947 to highest peacetime levels. The total was 50 per cent over 1946, passed the prewar peak year of 1941 by 40 per cent and eclipsed 1940 by 150 per cent —while the comparable index for all manufacturing moved up 10 per cent compared with 1946, according to a year end statement by W. J. Donald, managing director, National Electrical Manufacturing Association, based on statistics collected on more than 100 product categories. Every segment of the far-flung industry made impressive gains, led by the electric appliance divisions. These rolled up a volume more than double that of 1941 and a full 100 per cent over 1946. All indications, says Mr. Donald, point to a further industry-wide production upswing of five to 10 per cent in 1948—with the estimate for electric appliances set at 25 per cent.

* * *

Electric cookery — Total production of electric ranges, last year was expected to exceed the 1,000,000 mark for the first time in history, Gerald Hulett, vice-president and sales manager, Electromaster, Inc., Chicago, Ill., recently stated. Mr. Hulett pointed out that even in 1941, output reached but 728,000 units.

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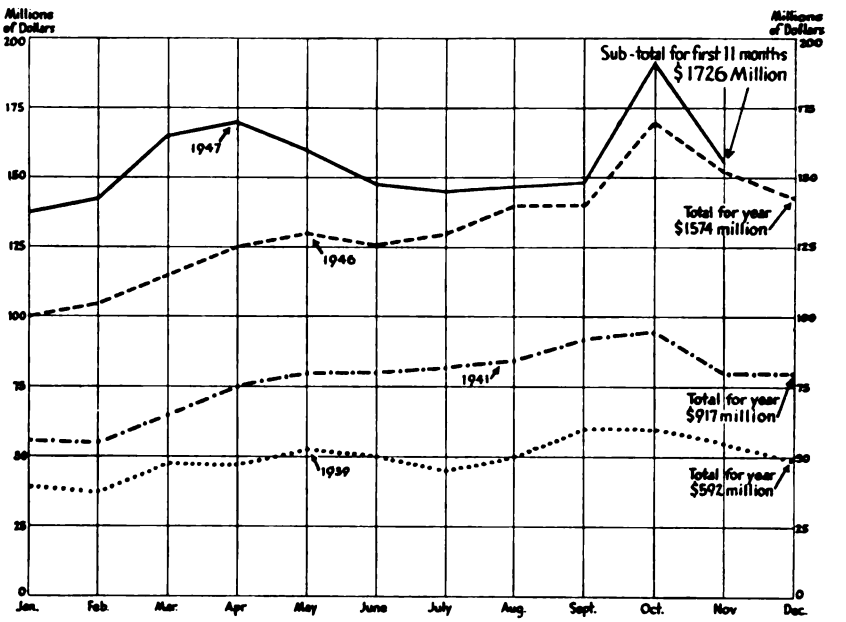


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Sales of Hardware Wholesalers



Source: Office of Business Economics; U. S. Department of Commerce.

G. E. radio production — With the establishment of General Electric radio receiver headquarters at Electronics Park, Syracuse, N. Y., added to production facilities in operation elsewhere, the company will produce more radios in 1948 than during any year in its history, I. J. Kaar, manager of the Receiver Division, has announced. "At the present time we are setting new production records each week and we have not yet reached our peak," he said. "We have seven lines in operation in the receiver building at Electronics Park. By early 1948 this productivity will be doubled." Radio sets continue to be made at another plant in Syracuse, and at plants in Bridgeport, Conn., and at Utica, N. Y.

* * *

High demand and sales — Continued high levels of demand and further gains in sales during the first half of 1948 are looked for by the great majority of business executives surveyed by the National Industrial Conference Board on the business outlook. Most of these estimated increases in dollar sales are attributed to higher prices, and much smaller changes are forecast in the physical volume of shipments or production. In a number of

Estimated Sales Of Wholesale Hardware Distributors*

Monthly 1939, 1941, 1946 and 1947

(Expressed in millions of dollars)

Month	1947	1946	1941	1939
January	$138	$100	$56	$39
February	142	104	55	37
March	164	116	64	48
April	170	126	76	47
May	160	129	80	52
June	148	126	80	51
July	146	130	82	45
August	148	139	84	50
September	162	139	89	60
October	186	170	92	60
November	162	152	79	54
Total First Eleven Months	$1726	$1431	$837	$543
December		143	80	49
Grand Total for Year		$1574	$917	$592

* Estimated by the Office of Business Economics, U. S. Department of Commerce.

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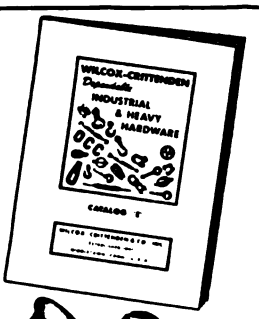
industries no gains in output are reported "possible, since nearly all available capacity has been fully utilized for some time." In some others, raw material shortages (especially steel) and less frequently labor shortages prevent increased activity. In another smaller segment of industry, the demand situation is not expected to warrant increased output. For all industries combined, however, demand prospects are "favorable." Some further increases in plant capacity will occur during the next six months as programs instituted after the end of hostilities are completed. Very little new building is scheduled to begin in 1948. Many companies are, however, continuing to modernize and retool their plants in an effort to reduce production costs. Considerable diversity of opinion is expressed as to the course of general business activity during 1948. Generally, however, no recession is foreseen in the first half of the year, and many businessmen expect continued high levels for the entire year.

* * *

Construction—Investment commitments for construction in the 37 states east of the Rocky Mountains last month increased 42 per cent over the total reported for November of last year to bring the cumulative volume for the first 11 months of 1947 to a point slightly higher than that reported for the corresponding period of 1946. In an analysis of construction trends, F. W. Dodge Corp., a fact-finding agency for industry, reported that the sharp November upswing was sufficient to offset the building recession of the second quarter of 1947, with a clear indication that the year 1947 would exceed 1946 in total volume. Construction contracts reported in the eastern states totaled $715,108,000 in November. The cumulative total for the first 11 months of 1947 was $7,134,505,000 against $7,032,444,000 reported for the corresponding period of last year. The November gains in the eastern states were most pronounced in nonresidential building, with contract commitments reported up 51 per cent over November last year. Heavy engineering construction advanced 49 per cent and residential building showed a gain of 31 per cent, the Dodge corporation reported.

* * *

Manufacturing—The net income after taxes of all United States manufacturing corporations amounted to $2.5 billion during the second quarter of 1947, according to the quarterly report made public jointly by the Securities & Exchange Commission and the Federal Trade Commission. This compares with the $2.7 billion of profits



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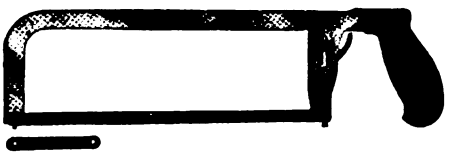
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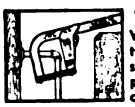
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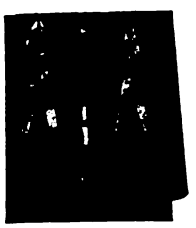
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5B Tool Kit—good universal seller. Two K-D Pliers plus 3-in-1 screwdriver packed in pocket size kit. Alloy steel pliers, brass screw driver, all correctly tempered. Not a toy. Handy for everyone!



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after taxes during the first quarter. This decline reflected higher costs and expenses which more than offset higher sales. According to the report, total sales of all manufacturing corporations for the second quarter were estimated at $36.9 billion contrasted with $35.4 billion the preceding quarter. Net profits before taxes amounted to $4.1 billion compared with $4.4 billion during the first quarter, while Federal income taxes were estimated at $1.6 billion for the second quarter. Approximately $800 million was paid out in dividends, slightly more than in the prior quarter. Total assets of all manufacturing companies amounted to $91.9 billion at the end of June, 1947, while stockholders' equity was estimated at $64.5 billion, an increase of $1.7 billion over the first quarter. Of total assets, about $25.2 billion was in the form of inventories, an increase of $500 million, while $29.9 billion represented net property plant and equipment. The net working capital of all manufacturing corporations amounted to $36 billion at the end of June.

* * *

"Vest-pocket" electronics — Another legacy from war-time research, America seems to be standing on the threshold of another new electronics era, miniaturization. At the National Bureau of Standards in Washington, Dr. Cledo Brunetti strikingly demonstrates these possibilities. In the palm of his left hand he holds a complete radio transmitter. And in his right rests a four-tube radio receiver. Government research men, co-operating closely with industry, say it has been proven possible to whittle the size of electrical sets so much a person can carry a hearing aid or a radio or even a telephone in his vest pocket. Even a wrist watch radio has blossomed into actuality, rather than as a figment as at first heralded to the world in the Dick Tracy comic strip. Industry and the Bureau of Standards have developed batteries no bigger than match boxes, and vacuum tubes an inch long and an eighth of an inch in diameter. One experimental tube is scarcely thicker than a common pin. Improvements, too, have been made in such other parts as resistors and condensers. Plug-in sub-assemblies made with printed circuits, and as easily replaced as a radio tube, promise advantages where repairmen are lacking.

* * *

Huge television future — A prediction that the television industry will provide a $5,000,000,000 market in the next few years was made recently by L. E. Gubb, chairman of Philco Corp. Mr. Gubb estimated that much would be spent in building and equipping television stations and in the purchase of television receivers. He said production of television receivers should total 175,000 by the end of this year, and estimated that retail sales in 1948 would be three times that number, for

INDEPENDENT RETAIL HARDWARE STORE SALES TRENDS IN 18 CITIES IN THE UNITED STATES

November, 1947, Comparisons

Cities	*Percent Change* Nov., '47 compared with Nov., '46	11 Mos., '47 compared with 11 Mos., '46	Nov., '47 compared with Oct., '47
California—Los Angeles	+ 4	+13	+ 5
Oakland	+59	— 4	+ 2
San Francisco	— 9	+ 4	+ 5
Colorado—Denver	+13	+10	— 7
D. C.—Washington	+87	+71	—13
Illinois—Chicago	— 1	+10	— 9
Indiana—Indianapolis	+38	+29	—19
Kentucky—Louisville	+ 9	+16	+ 5
Michigan—Detroit	+27	+13	— 1
Missouri—St. Louis	— 7	+ 1	+ 1
New York—Buffalo	+ 3	0	— 2
New York	+ 7	+17	— 2
Ohio—Cleveland	— 5	+10	— 9
Youngstown	+11	+27	+ 1
Oregon—Portland	— 7	+ 8	— 8
Pennsylvania—Philadelphia	— 6	+ 6	—20
Pittsburgh	+11	— 1	— 4
Wisconsin—Milwaukee	+34	+44	—12

Compiled by Bureau of the Census, U. S. Department of Commerce.
Editor's Note: Monthly Retail Trade Reports of the Bureau of the Census are now limited to cities and other local areas, because appropriations available for the next fiscal year are not sufficient to develop and maintain valid data on a state-by-state basis.

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a retail value of at least $200,000,000. Total sales of Philco Corp. for 1947 should total more than $215,000,000, said John Ballantyne, president. This volume would be nearly three times 1941 volume and would compare with $121,596,622 in 1946. Radio and refrigeration production now is breaking all preceding records, in addition to television becoming an important source of income. Plans for 1948 call for a large production increase in radios, refrigerators, freezers, and television sets.

* * *

Other makers confirm—Other leading manufacturers also confirm that, judging by the rush for radio and television sets so far, this past Christmas season may turn out to be the peak in the history of the industry. Manufacturers say that, although production is higher this year than last, sales have been booming along at such a rate that many dealers have practically no inventory. The Radio Corporation of America estimated that pre-Christmas business was up to twice what it was at that time in 1946. Leading dealers reported inventories next to nothing, and most of them had only a small line of samples left on their shelves. RCA is now allocating all radio and television models throughout the country, and will continue this practice at least through the first quarter of this year. Total radio and television production for last year is expected to hit a record-breaking 18,000,000 sets, according to the Radio Manufacturers' Association. Output in the largest prewar year saw some 13,000,000 sets turned out.

* * *

Steel boilers — Shipments of steel boilers for the first nine months of 1947 are greater than for the total six year period, 1931 to 1936, inclusive, it was reported by R. A. Locke, president of the Steel Boiler Institute, at the recent annual meeting in Atlantic City. Mr. Locke also reported that the number of steel boilers shipped during the first three quarters of 1947 is twice the number shipped during the corresponding period in 1946. Mr. Locke cited these figures as an indication of the effort of the industry to provide equipment to meet the housing emergency.

* * *

American steel and world demand — World production of steel in 1937 totalled 149,200,000 tons with a total of 21,000,000 tons entering into world trade, according to the market analysis division of United States Steel Export Co., New York. In 1947, world production of steel is estimated at 151.4 million tons with approximately 12,500,-

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G87	8"	3/8"	5 1/2 lbs.
G107	10"	3/8"	6 1/2 lbs.
G48	4"	1/4"	2 1/2 lbs.
G68	6"	5/16"	4 lbs.
G88	8"	3/8"	6 lbs.

*G-48, G-68, G-88 are square blades

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000 tons entering world trade. This represents a gain in world production of 2.2 million tons over 1937 and while world trade in steel is 8.5 million tons short of 1937, in comparison with 1946 there has been a gain of 26.1 million tons in production and 2.5 million tons in world trade. Production and exports for the leading producers for these years are given:

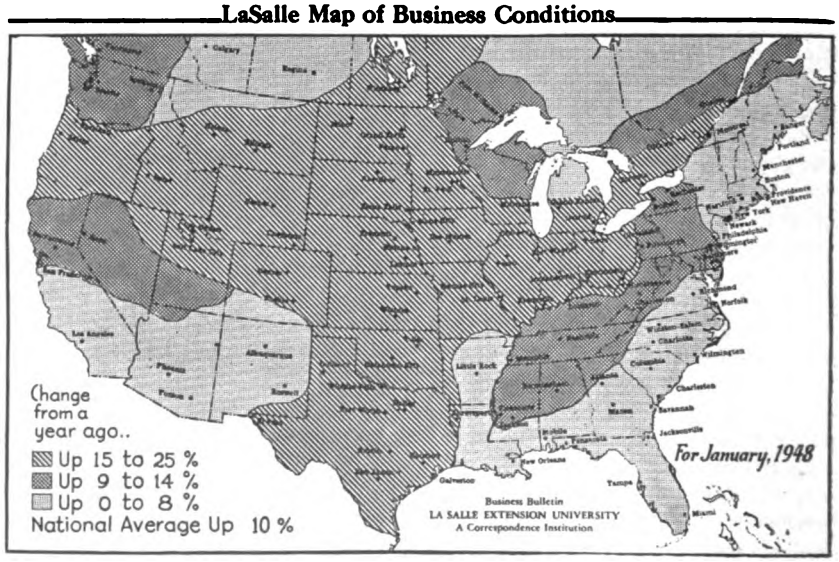
Production	*1937*	*1946*	*1947 (Estimated)*
United States	55,625,000	65,900,000	84,600,000
Great Britain	14,542,000	14,372,000	14,200,000
Belgium-Luxembourg	7,028,000	3,781,000	4,910,000
France	8,712,000	4,570,000	7,000,000
Germany	21,834,000	negl.	3,000,000

The increase in world production in 1947 was largely accounted for by the increase of 28,900,000 tons in United States production. Production of all others totalled 41,400,000 tons in 1937 (including 19,700,000 tons for Russia); 36,700,000 tons in 1946 and 40,690,000 tons in 1947. Steel entering into world trade was as follows:

Exports	*1937*	*1946*	*1947 (Estimated)*
United States	3,832,500	4,557,351	6,200,000
Great Britain	2,869,900	2,046,000	2,100,000
Belgium-Luxembourg	4,277,000	1,734,636	2,200,000
France	2,207,700	156,000	275,000
Germany	3,989,700	negl.	negl.

Eighty-two per cent of the steel entering world trade in 1937 was accounted for by these five countries, while in 1947 these countries minus Germany, accounted for 86% of world trade in steel. The increase in world trade in 1947 was also largely accounted for by the increase in United States exports, which rose 2.3 million tons over 1946 and 2.4 million tons over 1937. Compared with 1946, output of steel in Europe is showing substantial recovery. However, the inflationary fiscal policies and other controls followed by most European governments have and will continue to result in lack of incentive on the part of labor to produce more. These policies have resulted in strikes and political disturbances, causing shortages of raw materials, particularly of coal, and have also retarded needed manufacture and reconstruction for the transport system and other utilities. Monetary stabilization and increased availability of needed commodities would alleviate the condition. World steel production, while slowly recovering, is still faced with the loss in world output of two former major producers, Germany and Japan. Germany's steel output which formerly totalled 21,000,000 tons, may only reach 3,000,000 tons in 1947 in all zones (outside the iron curtain). The only real progress in production can be observed in the Saar where output may reach an annual rate of 1,000,000 tons last year. Although the level of steel production set by the Council of Foreign Ministers for Germany is now 11,500,000 tons, at the present rate of production, recovery will be slow and any improvement in output will depend upon larger supplies of fuel and richer ores, of better food conditions and of a stabilization of the Ger-

LaSalle Map of Business Conditions



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Buckeye POWER KING Lawn Mower

A THOROUGHLY DEPENDABLE POWER JOB

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87 LBS.

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MODEL 550 DeLUXE is beyond question the finest hand mower we have ever built. Light, smooth running, easy to push and popularly priced. This mower practically sells itself.



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Aluminum alloy castings. 5-blade ball bearing reel; crucible tool steel knives; 16" cut. 10" wheels. Rubber roller; semi-pneumatic tires. Tubular steel handle with rubber grips. Weighs only 27 lbs. Details on request.

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MAST-FOOS Manufacturing Co.
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EXECUTIVE OFFICES 2-264 GENERAL MOTORS BLDG., DETROIT, MICH.



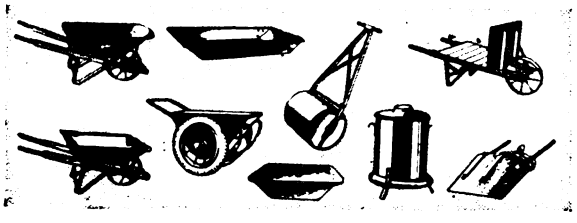
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Order a sample . . . if not completely satisfied with quality and sales value, send it back! Money refunded.

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A revolutionary, new immersion-type water heater! Not a gadget . . . finest quality unit. Top housing cadmium plated and painted red. Heating unit solid copper with hermetically sealed brass tube. Automatic contact switch operates only when pail is hung on switch arm. Retails at $16.50. Full dealer discount allowed. Order from your distributor or direct from this ad. Dept. HA 12.

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man currency. Japan, formerly the chief producer of steel in the Far East with an average of 6,000,000 tons annually, is currently producing at the rate of 900,000 tons. This output is at present at about 60% of the minimum domestic needs for rehabilitation of railroads, mines and other industrial facilities. Russia and her satellite countries will not assist in relieving world shortages. Any portion of Czechoslovakia's, Poland's or Eastern Germany's production that was exported prewar, will no longer be permitted to enter into world trade. Russian production in 1946 was approximately 21,500,000 tons and while 1947 estimates are not available, current expansion plans of the industry are expected to increase output to 25.4 million tons by 1950.

* * *

Outboard, Marine & Mfg. Co.—Net sales of Outboard, Marine & Mfg. Co., Waukegan, Ill., and its Canadian subsidiary, according to the company's 1947 annual report were $29,118,944, for the fiscal year ended Sept. 30, 1947. This was a rise of more than 70 per cent.

84.3% of Steel Industry's Customers Say Relations With It Are Good—More Than Half Say Inventories Below Normal

WITH widespread misconceptions over the need for steel allocations and the extent of the steel gray market rampant throughout the country the steel industry needs friends—but it has them in an unexpected corner, according to *The Iron Age*, national metalworking weekly, affiliated with HARDWARE AGE. A fresh survey taken by *The Iron Age* among steel customers shows that 84.3 per cent say their relations with steel companies are "good." When it comes to brickbats only 5.1 per cent of the steel customers answering the survey said that their relations with steel companies were "bad." On the fence and capable of being knocked either way are 10.6 per cent who were "indifferent" in their relationship with steel companies, said the Jan. 1 issue.

Although the industry has been pushed from pillar to post by the public and the Administration, 74.1 per cent of its customers have no intention of changing their source of supply when things become easier. Only 8 per cent of those answering the question "Do you expect to change your source of supply when normalcy returns?" said "Yes." Some steel customers were still trying to make up their mind what they would do when they could have their choice on steel deliveries —17.9 per cent saying "maybe" they would change their source of supply. Pressure on the steel industry became more intense as 1947 came to an end but steel customers were taking a much broader view of the industry's troubles.

Statisticians and some government officials have at times been worried about the size of steel inventories. No such worries, however, are held by steel customers who continue to buy every ton of steel that is not nailed down. Furthermore, the shortage of steel and the lack of inventories continues to cause a boom in the steel gray market even though the latter constitutes only about 5 per cent of total steel shipments.

Proof of these contentions is found in answers to the question "Are your inventories above normal, normal or below normal?" Bearing down on their fountain pens and pencils 52.8 per cent of the industry's customers said their inventories were below normal. Forty-one per cent of the steel consumers thought their inventories were about normal compared to present day demand, while only 6.2 per cent believed that their steel stocks were above normal. All gave the impression that stocks were at times unbalanced. If these figures are to be believed—and they come from top-notch steel buyers throughout the country—there appears to be no question in the immediate future over top-heavy steel inventories.

The answers by steel buyers in *The Iron Age* special report are considered highly significant. If the steel industry's customers don't know what kind of a job is being done in the production and distribution of steel then nobody does. The good bill of health given the industry by its own consumers indicates that 1947 was a year of miracles in the output of 85 million tons of steel ingots or more than 62 million tons of finished steel products.

While steel buyers sincerely sang the praises for the industry there has been no let up in demand for steel products. Part of this drive to get on mill order books has been caused by some customers who fear that with even a voluntary allocation plan they will be left out in the cold. As the news points up the possibility of allocation agreements between the government and steel firms, more customers are becoming jittery. This feeling is expected to increase rather than diminish until the whole question of allocations has been definitely settled.

The steel rate was up 9 points that week to 97 per cent of rated capacity and was only one point below production in the week before the holidays.

Health Campaign Planned to Support Vacuum Cleaner Sales

Survey shows 15,000,000 families are not yet vacuum cleaner owners; women give sanitation and health as foremost reason for cleaning their homes by whatever method in use.

THE producers of household vacuum cleaners, taking their cue from the reasons given by non-owners of the appliance for cleaning their homes, will use "health and sanitation" as their principal promotion theme in 1948, with more diverse use of both the cleaner and its tools as an important corollary appeal to housewives.

The Vacuum Cleaner Manufacturers' Association, 141 W. Jackson Blvd., Chicago 4, Ill., looking ahead from the heights of the greatest sales year in its history, retained Daniel Starch and Staff, New York consultants in business research, to conduct a nationwide survey designed to seek out the answers to the question, "Why don't more women own vacuum cleaners?" The findings were made public recently by the association.

Asked what their leading reason was for cleaning their homes, by whatever method was in use, 46.9 per cent of the non-owners of vacuum cleaners interviewed gave an-

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the sensational new low-cost rug underlay that *stops* scatter rugs from sliding. Acts as pad — prolongs rug life — keeps out dirt.

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- Fits any size scatter rug — nothing to mar — scratch — or spoil either rug or floor. May be cut to size.
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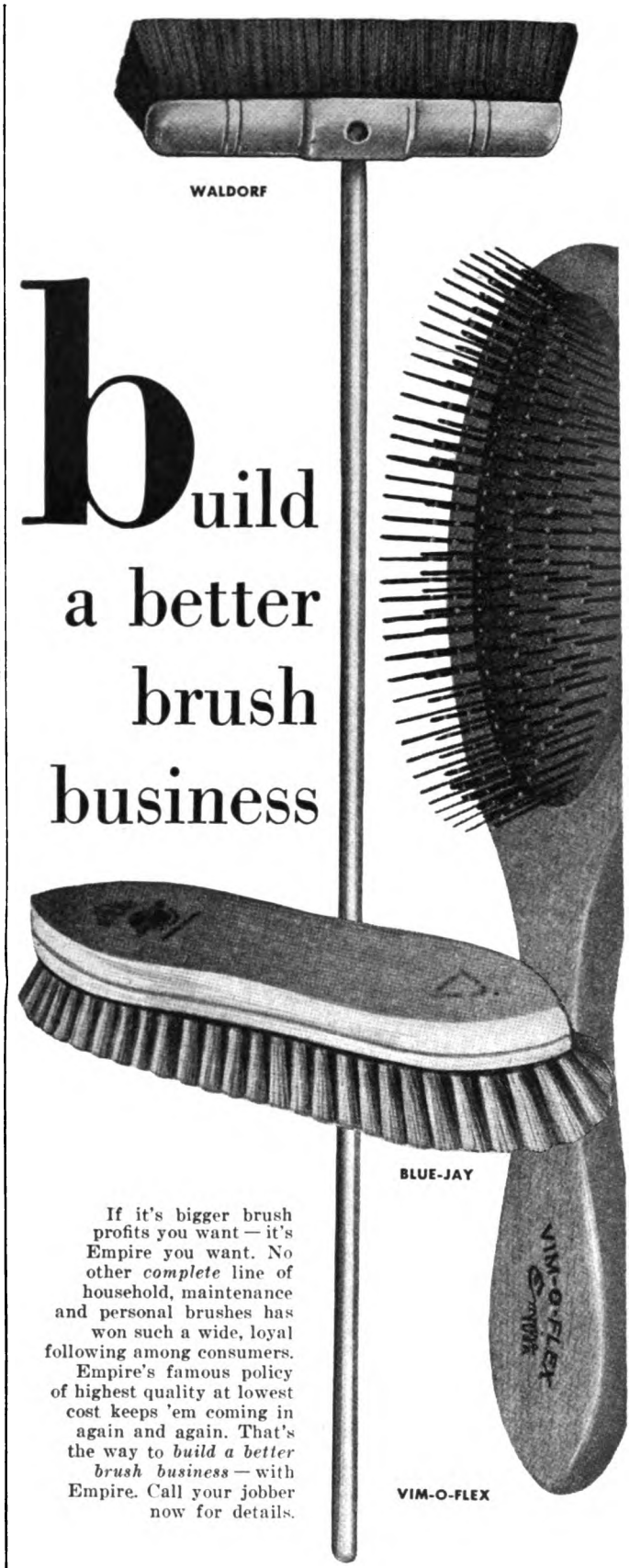
It pays to push QUICKEE because

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PREFERRED BY THE MAN ON THE JOB

TIGER GRIP

The Work Glove that Outwears Several Pairs of Ordinary Woven Fabric Gloves

The man on the job has found that "TIGER GRIP" gives him more of everything he expects from a work glove! "TIGER GRIP" gives him *more* protection —because its specially knitted material contains hundreds of "loops" in every square inch, to cushion and protect the hand. He gets *more* wear — because these entirely different gloves outlast several pairs of ordinary woven fabric gloves! And he gets washability without excessive shrinkage! Treated with Johnson's "DRAX" to make it water repellent! ADVANCE Work Gloves are laboratory tested, and re-tested under actual working conditions!

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Big, new catalog lists full line of ADVANCE work gloves including leather palm gloves, flannel gloves, wire stitched gloves, welder's gloves, etc., as well as a complete line of safety and protective clothing for every industry.



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swers which added up to "health and sanitation," 29.1 per cent replied "prolonging and protecting life of possessions" and 24.9 per cent said "maintaining appearance."

The industry's 1948 sales-building program consequently will be centered on promoting the vacuum cleaner as the means for producing the results which the survey reveals to be uppermost in the minds of women who have not yet bought the appliance.

With the saturation figure at 48.8 per cent, more than one-half of the occupants of wired homes in the United States, or 15,885,000 families, do not own vacuum cleaners. Of these non-owners, 8,307,885, or 52.3 per cent, own refrigerators and 7,005,285, or 44.1 per cent, have washers, according to the survey. Nevertheless, despite their relatively high ownership of the two major appliances, 4,363,685 families, which is 28.1 per cent, feel they cannot afford to buy a cleaner, even though 8,260,200, or 50.2 per cent of the non-owners, do not know how much a cleaner costs.

Next after "cannot afford one," by 28.1 per cent of the non-owners, the reasons given for not yet having bought a vacuum cleaner are: have no rugs, 17.8 per cent; can get along without one, use carpet sweeper, broom, etc., 16.4 per cent; too many other things to buy, 9.4 per cent; borrow one, live where they are furnished, 8.6 per cent; just started housekeeping, 7.7 per cent; none available, 5.9 per cent; waiting until I have my own home, 4 per cent; haven't had electricity very long, 3.7 per cent; apartment too small, 2.3 per cent; miscellaneous, 7.8 per cent.

"In practically every case the reason given by a non-owner for not having bought a vacuum cleaner is one which can be set aside by intelligent selling, and already has been done, and continues to be done by our members in a great number of instances," said Arthur H. Zirke, president, the P. A. Geier Company, Cleveland, chairman of the association's public relations and publicity committee.

"Non-owners are revealed in our survey as not knowing the many uses of vacuum cleaners and their cleaning tools. Many women do not understand that vacuum cleaners can be used on walls, ceilings, bare floors, scatter rugs and linoleum. Even some owners interviewed in the course of our study of non-owners were found to lack knowledge of the cleaner's multiplicity of uses.

"Some non-users were found to be so badly informed on vacuum cleaner prices as to believe that the appliance costs as high as $200. Such answers came, moreover, from women in homes where the annual family income ranges between $3,000 and $5,000.

"Non-owners place the cleaning of their houses second only to cooking in importance as a homemaking chore," according to the Starch survey. They call it their least liked chore, next after washing dishes.

Individual members of the association will be free to use the "health and sanitation" theme, found by the Starch survey to be uppermost in non-users' minds, in any adaptations they desire, including consumer and trade press advertising, dealer helps, demonstrations, store and window displays and all other forms of sales promotion. The association itself will promote the Starch findings through its public relations and publicity program, including service to newspapers, radio stations, home economics leaders and the trade press. In prospect also is a training program on health and sanitation for schools, home economists and salesmen, the beginning of which is planned to be a manual distributed by the association and also to be placed at the disposal of the organization's individual members.

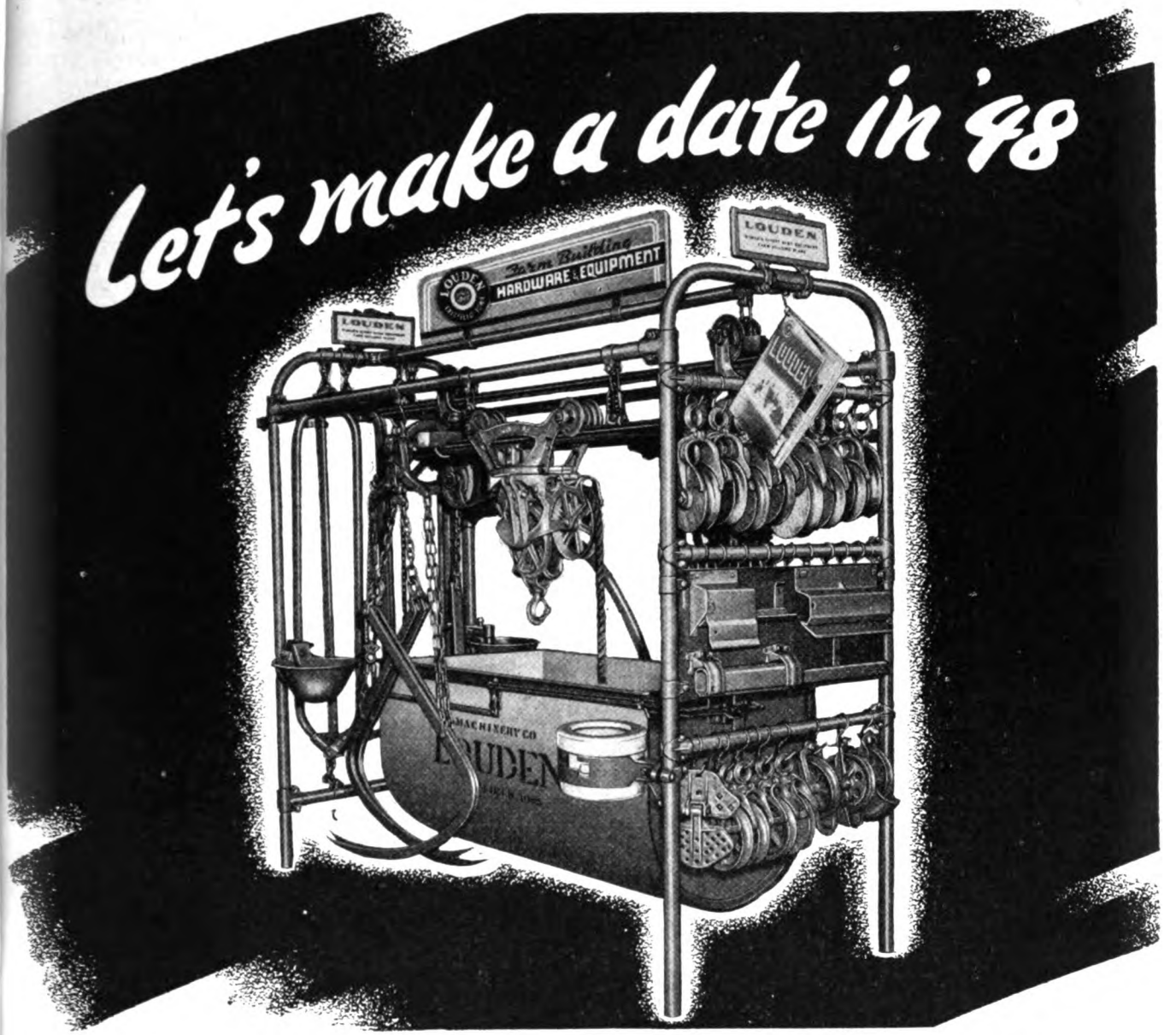
CED Plan for Fiscal Reform Calls for Self-Regulatory Budget-Tax Program

THE program for Federal tax and budget reform announced recently by the Committee for Economic Development follows the line taken by other business organizations but the approach is different. Aside from warning that tax reduction should await clarification of Marshall plan spending for European reconstruction and evidence of receding inflationary pressures, in its broader aspects the report has threefold significance:

1. Its two basic ideas—long-term planning and a self-regulatory stabilizing budget-and-tax program—diverge fundamentally not only from present orthodox fiscal policy but also from New Deal and Keynsian "compensatory" ideas, as well as

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Quantities of the Louden One-Man Band will be limited the first months of the year, so get your order in early. Write today for full details. Remember, Louden has a complete line of modern steel stalls and stanchions, water bowls, feed and litter carrier systems, ventilating systems, hay unloading tools, sliding door track, hog house equipment, horse stable fittings, and Barn Plan service.

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FARM BUILDING HARDWARE & EQUIPMENT

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from all-out controlled-economy projects.

2. The CED tax ideas are geared into its long-range over-all planning to prevent a major depression promote continued economic progress and insure the survival of American free enterprise and democracy, by maintaining continuous high-level employment, protecting competition and small business, and encouraging more equitable distribution and consumption.

3. The ideas are presented with planned clarity and simplicity in an attempt to make this forbidding subject of fiscal policy intelligible to the average man in terms of what it means to him in keeping, increasing or losing his personal freedom, his standard of living and his individual and national security. It tries to explain how the workman can benefit from the reduction of his boss' taxes in a way conducive to productive capital investment in new factories, new machines, new products, any new services that make new jobs; also how the employer can benefit from policies that stimulate steady production and employment at the good wages and low prices that make new markets; also how both can benefit from intelligent government economy in the use of the public's tax money.

The Basic Principle

The basic principle of the CED plan is to set taxes to balance the budget and provide a surplus at agreed high levels of employment and national income, and thereafter to leave them alone for a long time, perhaps twenty years, unless there is some major change in national policy or the conditions of national life.

Instead of changing tax rates every year or every once in a while to meet changing political whims and emergencies, it holds that rates should be fixed for the long term and for all kinds of economic weather, as an automatic stabilizer to avoid boom-bust hurricanes.

This plan assumes that as production and the national income rises, more and more money will be taken from the people by an unchanging tax rate. This should automatically and temporarily reduce the demand for goods in boom times and keep down inflationary pressures. On the other hand, if production and national income begin to drop, less and less money will be taken from the public by the same tax rate. Then, it is held, the demand for goods will be kept up and depression will be held off.

A Recommendation

It is recommended that the rates be set to yield a 3-billion dollar surplus when prices are at a level consistent with high employment with no more than 4 per cent unemployed (2,500,000 under present conditions) which is considered a condition of "full" employment for practical purposes. This long-term rate schedule would go into effect some time in the early 1950's, when immediate post-war abnormalities might be expected to give way to more normal conditions. Some tax reductions would be made in 1948 unless inflationary pressures prevented, but the full program would wait a few years.

A national income of $220 billion. an annual productivity increase of 2 to 2½ per cent in output per worker, a total tax take $15 billion less than at present and a 7 per cent decline in the general price level have been assumed.

The $3 billion figure for annual surplus was selected as a goal large enough to make a respectable annual reduction in the national debt but not large enough to have a repressive effect on the economy. An annual budget reduction but not too big a one is desired.

At today's price level and rate of employment, it is pointed out, there would be a $5 billion surplus under this plan. The surplus increases as unemployment drops below the 2,500,000 figure. According to Census Bureau statistics for Nov. 1, last, unemployment was then only 1,687,000 with 59,204,000 civilians employed —a condition of "over" full employment, since many people are still working as a holdover from war jobs who do not qualify as regular members of the labor force.

There would be an evenly balanced budget, no surplus, no deficit, when unemployment rose to 4,000,000 or 4,500,000. There would be a deficit when unemployment exceeded that amount.

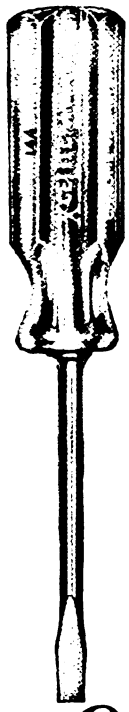
The prospective end result of the CED program might be described as a partly managed economy in which the bulk of planning would be left to individual business men, farmers and workers, and in which a certain amount of Government coordination of planning would be voluntarily accepted and kept under

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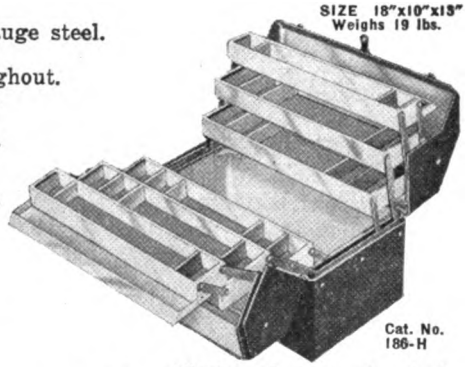
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Reinforced throughout.
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SIZE 18"x10"x13"
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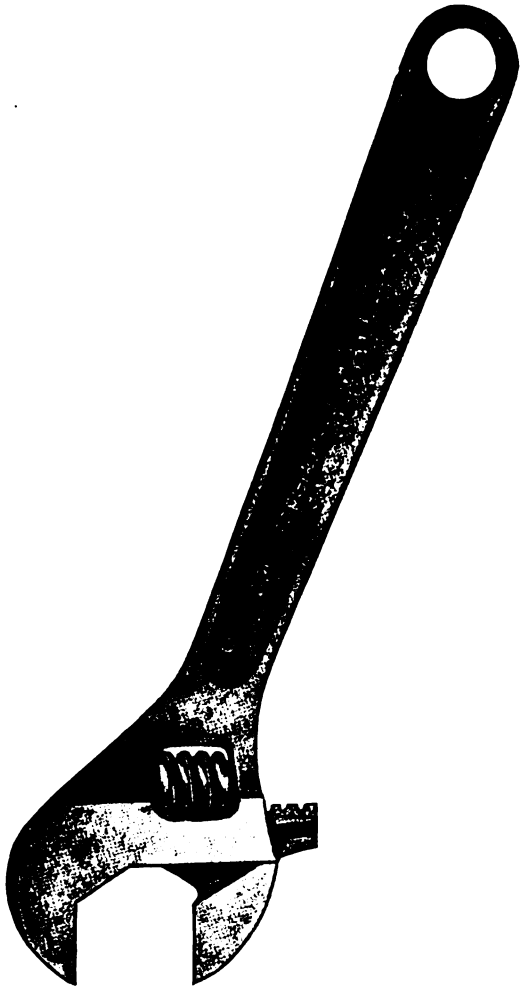
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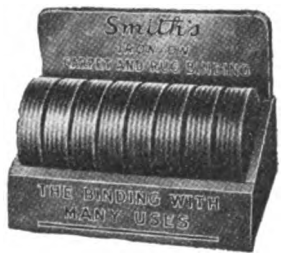
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close supervision by the people through Congress and the press. The purpose of this kind of planning would be to keep the door open for competition and opportunity and to keep free enterprise free.

If American free enterprise and democracy are to survive the boom-bust threat in the critical years ahead, it is held, one essential condition is that there must be fiscal reforms to make it possible for men and women to have good jobs at good pay and low prices, and also to have money to risk out of their earnings and savings and to have a profit incentive to make them want to risk their savings in business investments that make jobs. Both mass purchasing power and a high rate of savings and investment, not one or the other, it is held, are needed.

Developing Prospect Lists for Competitive Selling

THE best way for a business to make contacts with prospective customers is to obtain or develop a list of people who may be interested in a given product or service, and to approach those on the list by means of letter, telephone, or personal visit. or a combination of these.

The seller must be on a constant lookout for the names of prospects. He cannot afford to ignore any lead, whether it be suggested during a conversation with a friend, a customer, or another salesman, or through an item read in a newspaper. It is his business to find new customers.

Organization Membership Lists—The salesman who sells an article or a service that can be afforded only by people of fair income often finds excellent prospects from among the membership lists of service clubs; chambers of commerce; country clubs; golf clubs; advertising clubs; alumni associations, and automobile clubs.

Tax Lists—Tax lists generally are open to the public and often furnish the salesman with valuable information. They not only give an idea of the prospect's ability to buy but may also give his address.

Building Permits—The salesman of building material, shrubbery, or interior furnishings may compile his prospect list from building permits published in daily newspapers or in a special legal publication. Building reports, containing information regarding buildings being erected or to be erected, are published by private companies in some cities and may be subscribed for by salesmen at a comparatively small sum.

Newspapers—The newspaper, especially the small local paper, is one of the most valuable sources of prospects for the salesman of real estate, building materials, insurance, refrigerators, and other household appliances, or automobiles. News items that furnish the names of prospects include announcements of engagements, marriages, births, political appointments, newcomers to town, business promotions, business transfers, and real estate transfers. Similar use of news items about a disaster or a personal misfortune is, however, usually considered unethical.

Group Meetings—A seller may arrange to address a group sponsored by a woman's club or church and may obtain the names of interested people who attend. The next day he calls on the people at their homes.

Inquiry Advertising—One of the best ways to develop a prospect list is to run an advertisement that does not solicit orders, but simply asks readers to write for a booklet, a folder, a catalog, or a sample. Coupons often are used in such advertisements, because they provide readers with an easy way to give their names and addresses without having to write letters of inquiry.

Although inquiry advertising is expensive, it provides more reliable lists than most other methods. Since every prospect secured through inquiry advertising has already revealed an interest in the product, aggressive efforts made by salesmen have an excellent chance of success.

Analysis of Former Customers—Many retail stores develop prospect lists from their records of past sales. It is easy for a retail store to prepare a list of charge customers to whom to advertise by direct mail. When cash sales are delivered, the names and addresses of cash customers are available from sales checks.

Lists of charge customers are commonly subclassified as to the kinds of goods customers formerly purchased, their financial status, the districts in which they live, and whether they buy for their families or for themselves only. A person living in the suburbs will be approached to buy garden supplies, a

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Sell the

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LEADER IN THE FIELD!

- Syncro-mesh gears.
- Operates in 3 locked positions.
- Gears, cutting disc, and drive-shaft are floating — assuring longer life.

TESTED AND COMMENDED by PARENTS' MAGAZINE
Guaranteed by Good Housekeeping

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STEEL PRODUCTS
MANUFACTURING CO.
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ORDER
MODEL 507
Individually packed
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Retail price.....$2.25

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No. 5

Snack Bowl SET



Beautiful Shel-Glo plastic bowls in assorted, solid colors. Master bowl is red, small bowls one each red, yellow, blue and green. Many uses in every home. A choice gift item. Each set in eye-stopping box Retails about $1.69.

Write for catalog sheets and prices on the complete line of Shel-Glo Plastic Housewares.

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO, U.S.A.

ATTENTION
HOUSEWARES BUYERS!

C. K. TURK

Announces a complete new line of plastic housewares including household and industrial aprons, table cloth covers, shower and window curtains, yard goods and other household items.

VISIT OUR NEW
DISPLAY ROOMS
333 N. MICHIGAN AVE.
ROOM 2119

L. V. KAY, Manager Housewares Division

C. K. TURK CORPORATION
333 N. Michigan Ave., Chicago, Ill.

Time-Saver
REG. U. S. PAT. OFF.

the only PRESSURE COOKER with
MAGICAP* the patented automatic "silent watchman" for extra safety.



MODEL 65
6½ QT. SIZE

NOW SHIPPING

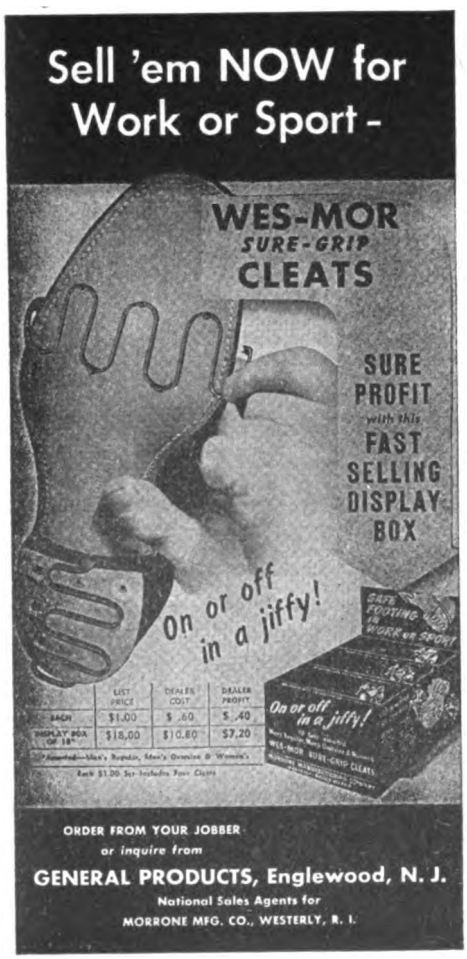
See us at the National Housewares Show — Booth #752.

TRAUBEE PRODUCTS, INC., 924 Bergen St., B'klyn 16, N. Y.

* Reg. U.S. Pat. Office

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mother may be notified of special offerings in children's apparel, and so on.

Recent Customers' Recommendations — An automobile salesman called upon the 100 most recent buyers of the car he was handling and impressed on each the thought that he wanted them to get the most from their purchases in enjoyment, economy and freedom from troubles. Then he called on them a second time and obtained from them names of friends and acquaintances who had admired the new car. Soon, most of the 100 customers were busy locating prospects for him—and all with no promise of reward.

Revising Lists—Prospect lists, to be of any value, must be kept up to date, when any person appears to be of little or no value as a prospect, his name should be discarded from the list.

It must be remembered, also, that every name that gets on a prospect list does not necessarily represent a desirable customer. Some, for instance, may be people who are unwilling or unable to settle their accounts. Therefore, information as to the credit ratings of prospects often has to be obtained from mercantile agencies, banks, or other sources.

(Condensed from "Methods of Obtaining Customers," Fundamentals of Selling, by R. G. Walters and John W. Wingate, War Department Education Manual, EM 789, 1944, South-Western Publishing Company, Cincinnati, Ohio.)

These Ideas Brought Customers To Towns and Stores

(*Continued from page* 188)

Committee Tackles Agriculture

The Chamber of Commerce of Waco, Texas, has 11 subcommittees which tackle agriculture problems. These committees work on such problems as city-farmers; cotton; dairy; pastures, fruit and vegetables; livestock and other rural problems which come up in the trade area. The aid of the merchants in solving these problems and assisting the farmers is greatly appreciated and brings the producer and consumer closer together.

* * *

Swimming Classes

The Chamber of Commerce of Centerville, S. D., assisted the American Red Cross in providing instructions in swimming and water safety in that city. The classes were open to the children of Centerville and the surrounding area and more than a hundred youngsters registered the first day.

* * *

Pet Parade

The Chamber of Commerce of Olympia, Wash., sponsors a pet parade among the youngsters of that city. This not only interests the children but, through their enthusiasm, the parents as well. Parents and friends accompany the youngsters downtown for the parade and remain to shop.

Indian Head Meeting

The Junior Chamber of Commerce of Ladysmith, Wis., was host recently to between 500 and 600 members of the Indian Head country in 15 northern Wisconsin counties as well as thousands of spectators admitted to the open air barbecue and the stage show by tickets.

The program consisted of Gov. Rennebohm of Wisconsin and Cedric Adams, popular news-caster from Minneapolis who brought his act and a unit of the "Stairway to Stardom" program as entertainment for the visitors from the northern counties.

* * *

"Fight Polio" Program

The Junior Chamber of Commerce of Sparta, Wis., recently sponsored an all day program at the Memorial Park which consisted of baseball games participated in by teams from 10 other nearby towns. In addition there was a band concert, girls soft ball games and swimming in addition to lunches and drinks. All proceeds from the day were used by the chamber to purchase equipment to help fight polio.

* * *

Firemen's Picnic

The village of Ashippun, Wis., with a population of 250, was host

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DASCO
Forged Hand Tools

Electrically Tempered . . .
Diamond Point Tested

Chisels, punches, drills, nippers, screw drivers, staple pullers, and many other fine tools bear the name *Dasco*. They're quality built . . . smoothly finished and individually numbered for easy re-ordering.

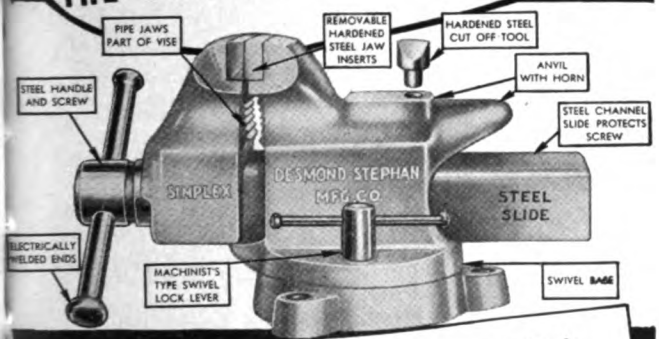


Silent Salesmen Displays help you sell more tools more profitably

Sold by Leading Jobbers

DAMASCUS STEEL PRODUCTS CORP.
ROCKFORD, ILLINOIS

SIMPLEX
UTILITY VISES
THE OUTSTANDING VISE VALUE!



Exclusive steel channel slide protects screw from dirt and damage. All sizes have hardened steel jaws and pipe jaws. Specify Simplex Utility Vises—if your jobber does not stock them write us and give his name.

DESMOND-STEPHAN MFG. CO.
URBANA, OHIO

Sales Offices: 74 Murray St. New York City — 34 N. Clinton St. Chicago, Ill.

Also manufacturers of Grinding Wheel Dressers & Cutters

More QUALITY
More SALES
More PROFITS
than ever before!



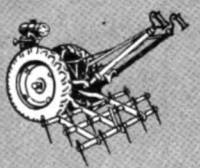
SHAW
"DU-ALL"
and
"PEPPY-PAL"
GARDEN TRACTORS



PLOWS

***More* JOBS DONE**

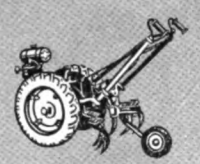
Practically any job your customers want to do can be done quickly and easily with the Shaw Du-All riding or walking model tractor, or the Peppy-Pal walking model tractor. Plowing, cultivating, mowing, spraying, hauling, sawing and doing belt jobs, grinding, disking, harrowing, plowing snow and bull-dozing are a few of the many jobs that Shaw tractors do every day.



HARROWS

***More* ECONOMY**

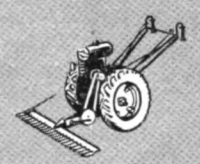
Shaw tractors operate on just a few cents an hour and save hours of time and labor. Quality construction means low upkeep and durability. The low initial cost permits operators to pay for their tractor in no time at all.



CULTIVATES

***More* SALES BUILDING FEATURES**

Sturdy, arc-welded construction enables Shaw tractor operators to take on the toughest jobs. Patented tool control allows quick adjustment for crooked rows. Attachments are easy to change with the "Jiffy Hitch." Full year's guarantee on every tractor.



MOWS

***More* DEALER PROFITS**

Modern factory and assembly line production means low costs. Write today for complete price list and information. Many big-volume territories are still open.

***More* OPPORTUNITIES FOR LARGE DISTRIBUTORS**

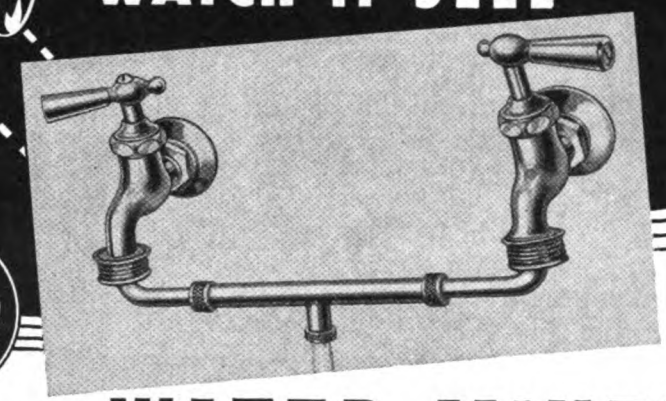
Special prices scaled for quantity buying offered distributors serving large territories. Write today.

SHAW MANUFACTURING CO.

8601 Front St.
Galesburg, Kan.

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WATCH IT SELL



RETAIL $1.39

NEW WATER MIXER
TO BLEND HOT & COLD WATER

- FITS ALL FAUCETS, *threaded or smooth*
- Installed instantly without tools
- Adjustable—fits all sinks
- Chromium plated brass construction
- Use with washing machine. Has special attachment to fit washing machine hose.

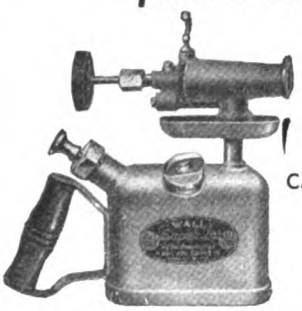
Now your customers can use this handy household item. Already pretested with a demand shown to be in the millions. Order now for immediate delivery AND immediate sales.

Sells on sight in 2 color Self Dispenser Box, packed 12 to a box, gross to a master carton.

ASQUITH ASSOCIATES 131 STATE STREET BOSTON - MASS.

Complete Variety... in just 2 models!

Never Before . . .
A FLAT TORCH
priced to sell!



No. 61
PINT
CAPACITY

Designed for hard-to-get-at places. Space Saving Storage in tool-kit, tractor or truck.

Always a Leader . . .
THIS LOW-PRICED ROUND TANK



No. 331-S
QUART
CAPACITY

Welded tank construction, bottom-filler, positive pump, attractive appearance, all-weather performance!

Matched.. in quality, price, performance!

Here's what you've been looking for . . . it's your first opportunity *to stock just 2 blow torches* from which the user can make a worth-while choice! No fixed assortments . . . order quantities you need NOW!

Write, wire, phone

WALL SUPERIOR PRODUCTS SINCE 1864

P. WALL MFG. SUPPLY CO., Grove City, Pa.

Recently to more than 3000 guests, when the local volunteer firemen held their annual picnic. Games were provided for young and old. The highlight of the day was the appearance of Gordon Thomas master of ceremonies on *WTMJ*, Milwaukee, Top-of-the-Morning program and Hugo Murray, fueding partner of Thomas on the same program and stock yard reporter well known to rural folks.

* * *

Egg Day

Merchants of West Bend, Wis., working with the county extension department and the college of agriculture put on an annual egg day in that city. The purpose of the day is to acquaint both rural and city housewives with the various ways of cooking and preparing eggs as well as to acquaint them with the different grades of eggs.

The afternoon and evening sessions are miniature fairs. Few speeches are made, the program being in the form of slides and charts with fun periods.

Coming Conventions and Events

Corrected Each Issue According to Latest Data

Ace Hardware Corp., annual convention and exhibit, Jan. 25-28, 1948, at the Hotel Sherman, Chicago. E. G. Linquist, vice-president and secretary of the Ace Hardware Corp., 1319 S. Michigan Ave., Chicago, is in charge of the convention.

Alabama, Retail Hardware Association of, annual convention, May 13-14, 1948, at the Admiral Sims Hotel, Mobile, Ala. Mrs. J. H. Crowe, 509 No. 19th St., Birmingham 3, Ala., secretary-treasurer.

Air Conditioning Exposition, 8th International Heating and Ventilating Exposition, Feb. 2-6, 1948, at the Grand Central Palace, New York City.

Albany Sportsmen's and Boat Show, Feb. 28-March 7, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

American Hardware Supply Co. annual dinner meeting and exhibit, Jan. 26-28, 1948, at the company's warehouses, 41-43 Terminal Way. South Side, Pittsburgh, Pa. William M. Stout, executive vice-president and general manager.

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American Toy Fair, New York City, March 8 to 20, 1948, with exhibits at 200 Fifth Ave., 1107 Broadway and other permanent showrooms and at the Hotel McAlpin. Horatio D. Clark, managing director, Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., is manager of the American Toy Fair.

Arkansas Retail Hardware and Implement Assn., convention and exhibit, Feb. 16-18, 1948, at Little Rock. A. W. Porter, Lafayette Hotel, Little Rock, secretary.

Bicycle Institute of America, annual convention, Jan. 19-23, 1948, at the Flamingo Hotel, Miami Beach, Fla. Association headquarters, Room 1215, 10 Rockefeller Plaza, New York 10, N. Y.

Buffalo Sportsmen's and Boat Show, April 17-25, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Canadian National Sportsmen's Show, March 13-21, 1948, at Toronto. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

California Gift and Art Show, Jan. 25-30, 1948, in Los Angeles, Calif., at the Brack Shops Bldg., Brockman Haggarty Bldg., Merchandise Mart and the Alexandria Hotel.

California Retail Hardware Association, annual convention, Feb. 16-18, 1948, at the Western Merchandise Auditorium, San Francisco, Calif. LeRoy Smith is manager-treasurer with headquarters at the Western Merchandise Mart, Suite 262, 1355 Market St., San Francisco 3.

Carolinas, Hardware Association of the, annual convention, June 10-11, 1948, at Hotel Robert E. Lee, Winston-Salem, N. C. Mrs. Sally Couch Masten, 118 E. 4th St., P. O. Box 2008, Charlotte 2, N. C., acting secretary.

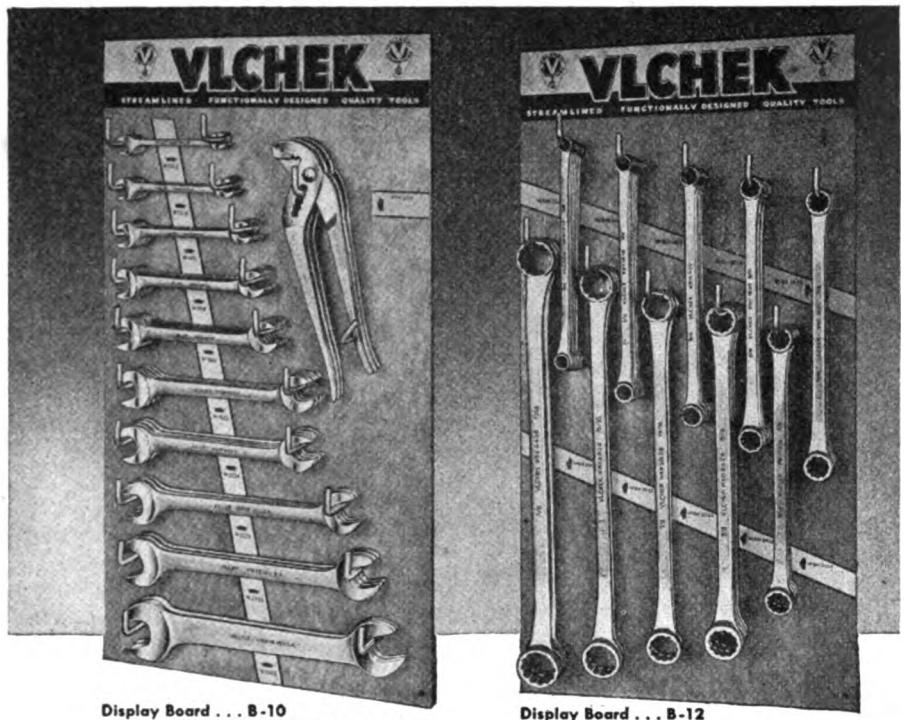
Coast-to-Coast annual meeting and exhibit, Feb. 9-11, 1948, at the company's quarters, 29-43 Main St., S. E. Minneapolis 14, Minn.

Connecticut Hardware Association, annual convention, Feb. 10-11, 1948, at the Hotel Taft, New Haven, Conn. Ned Russell, Harris Hardware, Southport, Conn., secretary.

Conron, Inc., Danville, Ill., hardware wholesalers, dealer show, Feb. 17-19, 1948, at Illinois State Armory, Danville, Ill.

Franklin Hardware & Supply Co. annual stockholders' meeting and exhibit, Feb. 3, 1948, at the company's offices and warehouse, 918-928 N. Delaware Ave., Philadelphia, Pa. F. Leon Herron, general manager.

Hardware Golf Association, 22nd annual tournament Sept 9-11, 1948, at



Display Board . . . B-10
Open End Wrenches and Water Pump Plier

Display Board . . . B-12
15° Long Box Wrenches

New VLCHEK BOARDS

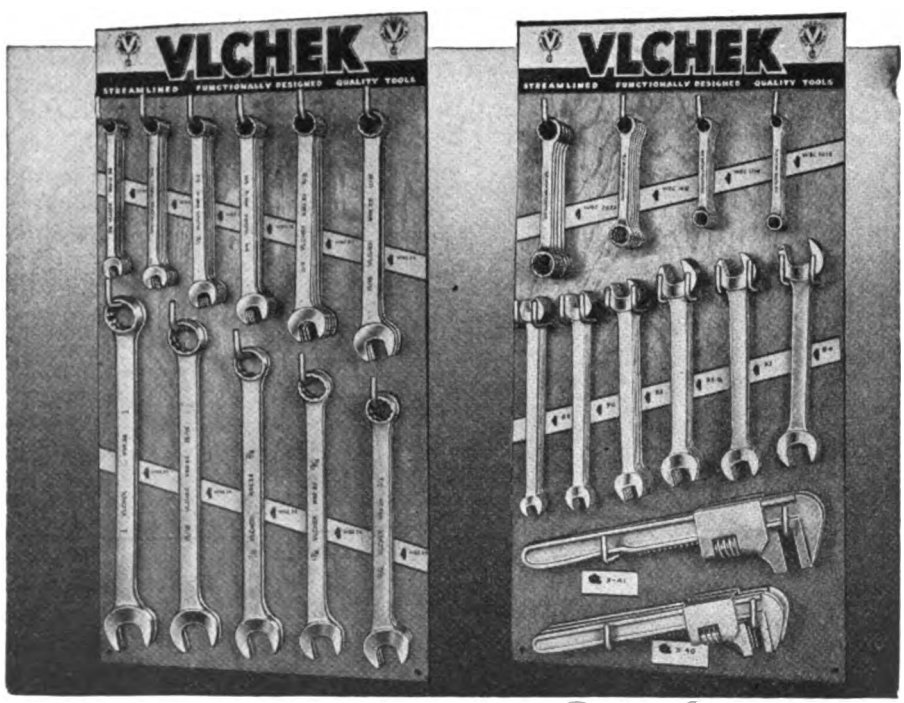
Promote Sales, Save Time

These handsome, plywood boards (12" x 24") are hung on the wall or placed on counter or shelf where customers can easily remove and inspect the different items. Sturdy hooks hold tools securely. Labels show number and price (inserted by retailer). Each board is a merchandiser—self-servicing—saving valuable time—building sales. *Full details on request!*

THE VLCHEK TOOL COMPANY • 3001 East 87 St., Cleveland 4, Ohio

Display Board . . . B-11
Combination Wrenches

Display Board . . . B-13
Tappet, Box, and Auto Wrenches



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Yes, you can build a nice business on ROBO . . and ring up a liberal profit . . just by word-of-mouth advertising from enthusiastic customers.

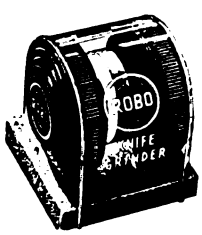
Recommended by leading home economists and cutlery experts from coast to coast.

Does a professional job without professional skill

ROBO's smooth, rolling action restores to the finest hollow-ground blades and ordinary kitchen cutlery their original factory-ground, keen, cutting edges.

Just a push and pull on the knife handle and ROBO's rotating grindstone does the rest . . quickly, easily.

ROBO *looks* good, too. Attractively packaged with an eye-catching acetate cover.



Fair Traded Retail Price

$2.50

THE ALDEN SPEARE'S SONS CO.
CAMBRIDGE 42, MASSACHUSETTS

the French Lick Springs Hotel, French Lick, Ind. Ditz Lusk, Henry Disston & Sons, Inc., Kansas City, Mo., secretary-treasurer.

Illinois Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Sherman, Chicago, Ill. William F. Ewert, 1194 Merchandise Mart, Chicago 54, Ill., managing director.

Indiana Retail Hardware Association, annual convention and exhibit, Jan. 27-29, 1948, at the Murat Temple, Indianapolis, Ind. G. F. Sheely, 333 No. Pennsylvania St., Indianapolis 4, Ind., managing director.

Iowa Retail Hardware Association, 50th annual convention and hardware show, Feb. 10-13, 1948, in Des Moines, Iowa, Hotel Savery, is convention headquarters, exhibit held in Coliseum Building. Philip R. Jacobson, Mason City, Iowa, secretary.

Kentucky Hardware and Implement Association, annual convention and exhibit, Jan. 19-23, 1948, at the Seelbach Hotel, Louisville, Ky. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

Louisiana Retail Hardware Assn., annual convention and exhibit to be held jointly with the Mississippi Retail Hardware and Implement Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Marshall-Wells Associates Stores Congress, joint Billings and Duluth branches meeting, March 8-10, 1948, at Duluth, Minn., and joint Spokane and Portland branches, April 12-14, 1948, at Portland, Ore. Details are tentative.

Metropolitan Home Show, April 17-24, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass.

Michigan Retail Hardware Association, annual convention and exhibit, Feb. 24-27, 1948, in Grand Rapids, Mich. Pantlind Hotel is convention headquarters, exhibit at Civic Auditorium. Harold W. Schumacher, 1112 Olds Tower, Lansing 8, Mich., manager.

Mill Supply Joint Regional Meetings of the American Supply & Machinery Manufacturers Assn., 1108 Clark Bldg., Pittsburgh, Pa.; National Supply & Machinery Distributors' Assn., 505 Arch St., Philadelphia, Pa., and the Southern Supply & Machinery Distributors' Assn., 712 Volunteer Bldg., Atlanta, Ga., will be held as follows: March 23, 1948, at the Palmer House, Chicago.

Minnesota Retail Hardware Association, annual convention and exhibit, Jan. 27-29, 1948, at the St. Paul Auditorium, St. Paul, Minn. C. J. Christopher, Nicollet at 4th, Minneapolis 4, Minn., manager.

Mississippi Retail Hardware and Implement Assn., annual convention and exhibit to be held jointly with the Louisiana Retail Hardware Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Missouri Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Jefferson Hotel, St. Louis, Mo. Louis C. Kreh, 1189 Arcade Bldg., 812 Olive St., St. Louis, Mo., secretary.

National Housewares Show, Jan. 15-22, 1948, at the International Amphi-Theatre, Chicago Stockyards, sponsored by the National Housewares Manufacturers' Association, 1402 Merchandise Mart, Chicago, Ill. A. W. Buddenberg is executive secretary of the association.

National Retail Hardware Association, 49th annual Congress, July 12-15, 1948, Chalfonte-Haddon Hall Hotel, Atlantic City, N. J. Sessions at Haddon Hall, Rivers Peterson, 333 No. Pennsylvania St., Indianapolis, Ind., managing director.

National Sportsmen's Show, Feb. 14-22, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Nebraska Retail Hardware Association, annual convention and exhibit, Feb. 25-27, 1948, at Omaha, Neb. Meetings at Hotel Paxton, exhibit at City Auditorium. C. A. McCoy, 325 Insurance Bldg., Lincoln, Neb., secretary.

New England Electrical Show, April 3-10, 1948, at the Mechanics Bldg., Boston, Mass. Complete information from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

New England Hardware Dealers Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Statler, Boston. Russell Mueller, 185 Dartmouth St., Boston 16, secretary.

New England Housewares Show, Feb. 16-20 at the Parker House, Boston, Mass. Show committee has offices in Room 282 of Parker House. Robert Uek, is chairman.

New England Modern Homes Show, May 24-29, 1948, at the Mechanics Bldg., Boston, Mass. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

New England Sportsmen's and Boat Show, Jan. 31-Feb. 8, 1948, at the Mechanics Bldg., Boston, Mass.

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Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

New York State Retail Hardware Association, annual convention and exhibit, Feb. 17-19, 1948, at Buffalo, N. Y. Convention headquarters at Statler Hotel, exhibit at Memorial Auditorium. Nicholas H. Kiley, 58 Hills Building, Syracuse 2, N. Y., secretary.

North Coast Retail Hardware Association annual convention, Feb. 8-10, 1948, at the Multnomah Hotel, Portland, Ore. D. D. Stewart, 714 American Bank Bldg., Seattle 4, Wash., secretary.

North Dakota Retail Hardware Association, annual convention and exhibit, March 23-25, 1948, at Fargo, N. D. Convention headquarters at Hotel Gardner, meetings at the Town Hall, exhibits at the Fargo Auditorium. Miss Clarine Sherwood, 21 Clifford Building, Grand Forks, N. D., secretary.

Northern Wholesale Hardware Co., annual dealer meeting during month of February in company's own quarters, 805 N. W. Glisan St., Portland, Ore.

Ohio Hardware Assn., annual convention and exhibit, Feb. 3-6, 1948, at the Cleveland Public Auditorium, Cleveland, Ohio. John B. Conklin, 198 S. High St., Columbus, Ohio, secretary.

Oklahoma Hardware and Implement Association, annual convention and exhibit, Feb. 3-5, 1948, at Oklahoma City, Okla. Meetings and exhibit at Municipal Auditorium. R. K. Thomas, 711 Wright Building, Oklahoma City 2, Okla., secretary.

Panhandle Hardware and Implement Association, annual convention Feb. 9-10, 1948, at the Herring Hotel, Amarillo, Tex. Mrs. C. L. Thompson, Canyon, Tex., secretary-treasurer.

Pennsylvania and Atlantic Seaboard Hardware Association annual convention and exhibit, Feb. 9-12, 1948, at Convention Hall, Philadelphia, Pa. W. Glenn Pearce, 400 N. Broad St., Philadelphia, Pa., managing director.

Rochester Sportsmen's and Boat Show, March 27-April 4, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

South Dakota Retail Hardware Assn., annual convention and exhibit, March 16-18, 1948, at the Sioux Falls, S. D., Coliseum. Convention headquarters at the Hotel Cataract. Earl Erlandson, Cottonwood, S. D., secretary.

Southern California Retail Hardware Association, convention and exhibit, Feb. 17-19, 1948, at Long Beach. A. C. Kammeier, 416 W. 8th St., Los Angeles 14, secretary.

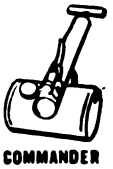
Sportsmen's Shows, Boston, Jan. 31-Feb. 8, 1948; New York, Feb. 14-22,



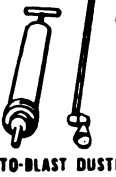
ASSURED salability is a matter of record with Lowell Sprayers and Dusters. Why? Because the Lowell name is one *known* to your customers as the quality leader in the field. It's a fact—Lowell products on display in your store are "self-sellers" the year 'round.


STAUFFER DUSTER


PENNANT


COMMANDER


PREMIER


ROTO-BLAST DUSTER


CYCLONE

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"I have built my business on stocking the products my customers need at all times. Lowell Sprayers and Dusters are at the top of my list."
A LOWELL DEALER
(name on request)

LOWELL Manufacturing Co.

WORLD'S LARGEST MANUFACTURER OF SPRAYERS AND DUSTERS EXCLUSIVELY

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PROFIT
SWELLING


M H
READY PATCH
Ready mixed patching composition in paste form.
Unexcelled for patching cracks, filling holes and wallboard joints, smoothing rough surfaces.
TERRITORIES NOW OPEN WRITE TODAY
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2703 Archer Ave., Chicago 8, Ill.

NOW AVAILABLE!
CARLOAD QUANTITIES OF
GALVANIZED
BEFORE WEAVING
POULTRY NETTING
1" MESH—20 Ga.
2" MESH—20 Ga.
12" to 72" Widths
POULTRY and RABBIT FENCING
48", 60" & 72" Widths
Write for New Price List!
VALENTINE EQUIPMENT CO.
561 WASHINGTON BLVD., CHICAGO, ILL.

1948; Albany, N. Y.; Feb. 28-March 7, 1948; Toronto, March 13-20, 1948; Rochester, N. Y.; March 27-April 4, 1948; Buffalo, April 17-25, 1948. Complete information available from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

Tennessee Retail Hardware Association, annual convention, Feb. 23, 24, 1948 (tentative), at the Andrew Jackson Hotel, Nashville, Tenn. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

Texas Hardware and Implement Association, convention and exhibit, Jan. 26-28, 1948, at Dallas. Meetings at Baker Hotel; exhibit at Adolphus Hotel. R. M. Souder, 814-15 Texas Bank Bldg., Dallas, secretary.

Triple Mill Supply convention, April 26-28, 1948, at Atlantic City, N. J. Sponsoring associations are the American Supply & Machinery Manufacturers' Assn., Inc., general manager, R. Kennedy Hanson with headquarters at 1108 Clark Bldg., Pittsburgh 2, Pa.; National Supply & Machinery Distributors' Assn., secretary-treasurer, Henry R. Rinehart with headquarters at 505 Arch St., Philadelphia 6, Pa.; Southern Supply & Machinery Distributors' Assn., secretary-treasurer, E. L. Pugh, 712 Volunteer Bldg., Atlanta 3, Ga. The first Conference Booth Program will be held concurrently with the convention at the Atlantic City Auditorium.

Virginia Retail Hardware Assn., annual convention and exhibit, March 23-25, 1948, at Roanoke, Va. Meetings at Hotel Roanoke; exhibit at City Auditorium. G. T. Amohundro, Jr., Scottsville, Va., secretary.

Western Retail Implement and Hardware Association, annual convention and exhibit, Jan. 20-22, 1948, at Municipal Auditorium, Kansas City, Mo. Hardware and farm equipment forums will be held Jan. 19 at 8:00 p. m. Frank H. Spink, 322 Scarritt Building, Kansas City 6, Mo., secretary-treasurer.

West Virginia Hardware Association, convention, Feb. 16-17, 1948, at Clarksburg. James C. Fielding, 1628 McClung St., Charleston 1, secretary.

Wisco Hardware Co., 21st annual merchandising school and sales show, Feb. 9-11, 1948, at 15 So. Brearly St., Madison, Wis.

Wisconsin Retail Hardware Association, annual convention and exhibit, Feb. 3-5, 1948, at the Milwaukee Auditorium, Milwaukee, Wis. H. A. Lewis, Stevens Point, Wis., secretary.

World Hobby Exposition, Feb. 21-28, 1948, at the Coliseum, Chicago. Sponsored by World Hobby Exposition, Inc., 331 Madison Ave., New York City.


CLIP-RITE
COOK'S
SUPER VALUE
NAIL CLIPPER
Retail 15¢
THE H. C. COOK CO
27 Beaver St., Ansonia, Conn.

It's Strong
ELEPHANT
BRAND
STEEL WOOL
Preferred by master craftsmen for its keener bite and longer life . . . long, uniform, resilient strands of finer quality steel. Big 16 unit pkg. or 1 lb. tube. Order from your jobber or direct.
International Steel Wool Corp., Springfield, Ohio

American Standard one and two-hand rotary or slide type corn planters.
American Standard staff and tubular type potato planters are manufactured by American Planter Co., Burr Oak, Michigan, and sold by jobbers from coast to coast.
Write for circular if your jobber cannot supply you.
AMERICAN PLANTER CO.
BURR OAK, MICHIGAN
Established 1881

FOLDING CHAIRS
Many styles. Upholstered & plain. Tablet Armchairs — Folding Tables

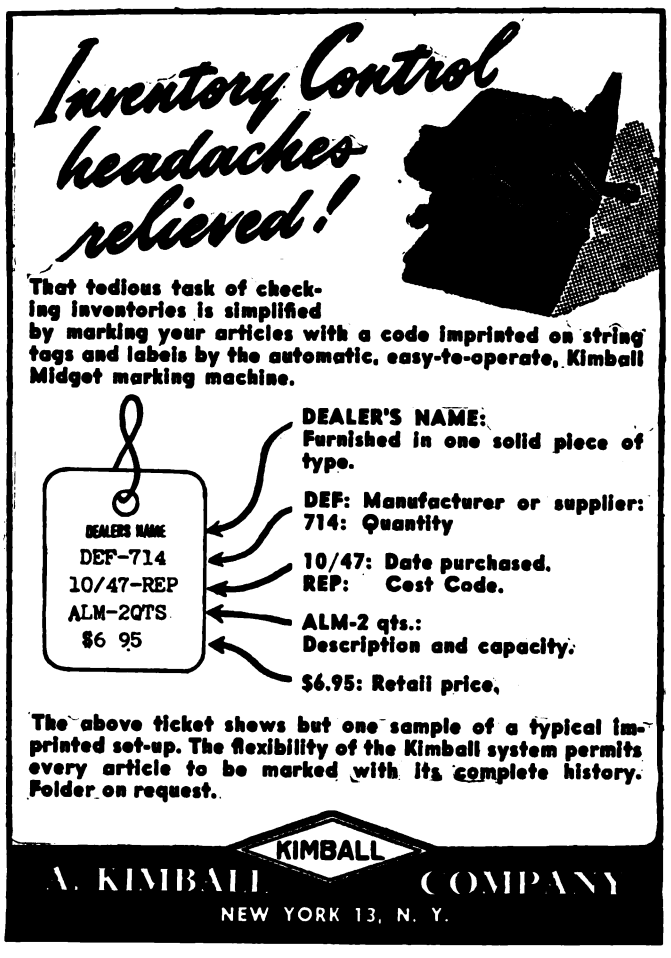
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1142-A BROADWAY
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"Grafts On" LIKE A NEW LAYER OF SKIN IN ONE OPERATION AT A COST LESS THAN 10c
E·N·A PLASTIC ENAMEL REPAIR COATING
. . . for Sinks, Ranges, Bath Tubs, Refrigerators, etc. Easy—Quick and Permanent! In 2 shades, Appliance or Plumbing White. Write for name of nearest distributor.
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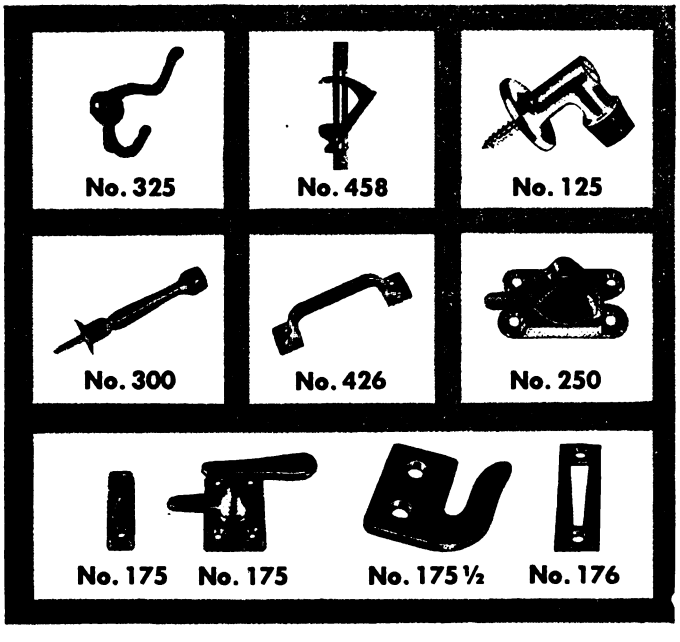
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Speak to the right "class"—in the right paper—in the right way. HARDWARE AGE will tell your story to the greatest number of hardware men in the hardware trade. Its Classified Opportunities Section is the place to put your want ad for quick, tangible results.
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Animal Shampoo

(Highly Concentrated)

Wet animal's hair. Apply shampoo. Wash thoroughly in circular motion with brush, cloth or sponge. Rinse and dry. A superior and economical shampoo. A non-irritating cleaner for hair and skin.

SHEPS ANIMAL Hair Dressing

Made Especially for

SHOWTIME



Racing, Fairs, 4-H Clubs, Circus, Sales — wherever horses, colts, cattle, calves, dogs, and pets are featured.

Makes all animals hair slick and glossy.

Economical — Only a small amount required.



Sheps

Liquid Saddle Soap

A Leather Cleaner

Highly concentrated. For saddles, shoes, boots, leather jackets, golf bags, riding and harness equipment—all fine leather. Cleans—Softens—Preserves.

A Superior Soap for the Shine Trade

Sold by jobbers everywhere

Manufactured by

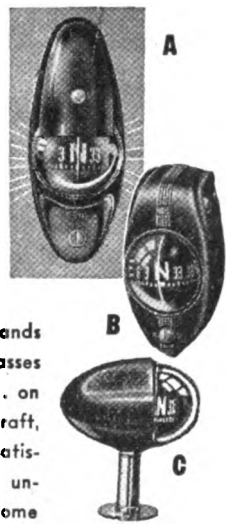
Neatsfoot Co., Omaha 8, Nebr.

ROY W. SHEPARD, "SHEP"

15 YEARS OF SALES PREFERENCE

Back of

HULL COMPASSES



● Hundreds of thousands have used Hull Compasses for up to 15 years . . . on automobiles, small aircraft, boats. Their complete satisfaction — attested by unsolicited letters which come into the Hull plant every day—is the firm foundation of the first preference enjoyed by Hull Compasses today. You're sure of sales, customer satisfaction, with the Hull Compass line.

(A) BEACONLITE Illuminated Automobile Compass List Price $5.95

(B) STREAMLINE Standard Automobile Compass List Price $3.95

(C) STREAMLINE Marine Compass List Price $2.75

(Mailing Coupon)

HULL MFG. CO.
P. O. Box 246-HA11, Warren, Ohio

Send me information and prices on the Hull Automobile Compasses.

NAME

Check: ☐ Dealer ☐ Chain Store ☐ Jobber

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CITY STATE

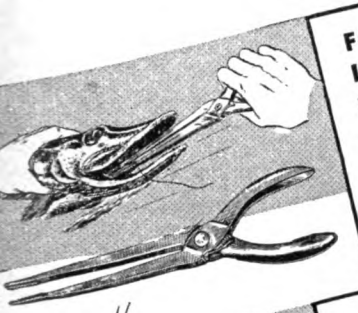
$1.2 Billion in Concessions on U. S. Exports

(*Continued from page 154*)

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
371	Parts of bicycles, not including tires:		
	Frames	$1.25 each, but not less than 15% nor more than 30% ad valorem	$1.25 each, but not less than 15% nor more than 30% ad valorem
	Other	30% ad valorem	30% ad valorem
372	Cream separators valued at more than $50 and not more than $100 each	12½% ad valorem	6¼% ad valorem
373	Shovels, spades, scoops, forks, hoes, rakes, and drainage tools, and parts thereof, composed wholly or in chief value of metal, whether partly or wholly manufactured:		
	Forks, hoes, and rakes, if not agricultural hand tools, and parts thereof	30% ad valorem	15% ad valorem
	Other	15% ad valorem	7½% ad valorem
384	Cabinet locks, not of pin tumbler or cylinder construction:		
	Not over one and one-half inches in width	$0.70 per doz. and 20% ad valorem	35¢ per doz. and 10% ad valorem
	Over one and one-half and not over two and one-half inches in width	$1 per doz. and 20% ad valorem	50¢ per doz. and 10% ad valorem
	Over two and one-half inches in width	$1.50 per doz. and 20% ad valorem	75¢ per doz. and 10% ad valorem
384	Padlocks, not of pin tumbler or cylinder construction:		
	Not over one and one-half inches in width	35¢ per doz. and 20% ad valorem	17½¢ per doz. and 10% ad valorem
	Over one and one-half and not over two and one-half inches in width	50¢ per doz. and 20% ad valorem	25¢ per doz. and 10% ad valorem
	Over two and one-half inches in width	75¢ per doz. and 20% ad valorem	37½¢ per doz. and 10% ad valorem
384	Padlocks of pin tumbler or cylinder construction:		
	Not over one and one-half inches in width	$1 per doz. and 20% ad valorem	50¢ per doz. and 10% ad valorem
	Over one and one-half and not over two and one-half inches in width	$1.50 per doz. and 20% ad valorem	75¢ per doz. and 10% ad valorem
	Over two and one-half inches in width	$2 per doz. and 20% ad valorem	$1 per doz. and 10% ad valorem
384	All other locks or latches of pin tumbler or cylinder construction	$2 per doz. and 20% ad valorem	$1 per doz. and 10% ad valorem
390	Bottle caps of metal, collapsible tubes, and sprinkler tops:		
	If not decorated, colored, waxed, lacquered, enameled, lithographed, electroplated, or embossed in color	25% ad valorem	15% ad valorem
	If decorated, colored, waxed, lacquered, enameled, lithographed, electroplated, or embossed in color	35% ad valorem	20% ad valorem
365	Shotguns, rifles, and combination shotguns and rifles:		
	Valued at not more than $5 each:		
	Shotguns	75¢ each and 22½% ad valorem	50¢ each and 15% ad valorem
	Rifles, and combination shotguns and rifles	$1.50 each and 45% ad valorem	75¢ each and 22½% ad valorem
	Valued at more than $5 and not more than $10 each:		
	Shotguns	$2 each and 22½% ad valorem	$1 each and 15% ad valorem
	Rifles, and combination shotguns and rifles	$4 each and 45% ad valorem	$2 each and 22½% ad valorem
	Valued at more than $10 and not more than $25 each:		
	Shotguns (ad valorem)	$3 each and 22½%	$2 each and 15%
	Rifles, and combination shotguns and rifles	$6 each and 45% ad valorem	$3 each and 22½% ad valorem

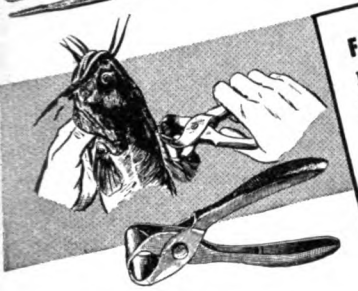
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For SPORTSMAN'S LONGNOSE PLIERS

Fast selling, profitable tackle-box item. Makes it easier and safer to remove hook from fish's mouth. Strong, long-wearing, brite-nickel or cadmium plated. Retails at $1 each with excellent dealer discounts.



FISHERMAN'S PINCHERS

Handy for the tool kit as well as the tackle box, this tool has mass market appeal. Fast and handy for skinning fish and animals...for pruning bushes, picking fruits, etc. Retail at $1.00 each.

und *Kwick Pic* Plastic Fly Boxes

A fly box that is specially designed for holding flies. A necessity to complete your line of bait holders. Holds flies in coils of springs. Lightweight and waterproof.



Retail at **$2.95**

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ROCKFORD, ILLINOIS



Make 1948 a Big Year with The Hoppe Line

Put your selling effort—your time and money—into SURE sellers—SAFE sellers—and FAST sellers like

Hoppe's No. 9 Solvent
Hoppe's Gun Cleaning Patches
Hoppe's Lubricating Oil
Hoppe's Gun Grease—and
Hoppe's Gun Cleaning Packs

Sell this line of nationally advertised gun cleaning products. The line that experienced shooters use repeatedly and that every Jobber handles and recommends. Ask your Jobber for them.

FRANK A. HOPPE, INC.
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Saw Handles...
Again Available!

Prompt delivery effected on any quantity PADCO saw handles in three grades.



Handles for hand saws compass saws and one-man crosscuts. Of choice kiln dried beech these handles are designed to fit practically all standard make saws. Well made handles are finished with clear, semi-gloss lacquer.

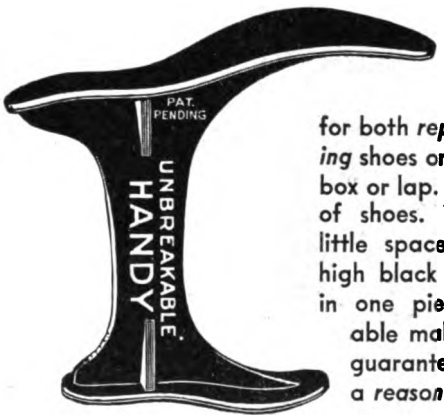
This scarce item is in great demand... write or wire for prices TODAY.

PADCO
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PASCAGOULA DECOY COMPANY
PASCAGOULA, MISSISSIPPI

Makers of PADCO Boat Oars, Canoe Paddles, Mitre Boxes, Small Boats

HANDY
Shoe Last and Foot Rest



A *new* item for home use. Can be used for both *repairing* and *shining* shoes on a bench, chair, box or lap. Will fit all sizes of shoes. Takes up very little space. Finished in high black enamel. Made in one piece of unbreakable malleable iron and guaranteed. Retails at a *reasonable price*. Also

The Popular STAR Heel Plates

Always in demand and profitable for you to handle. Made in sizes 000 to 6.

Order your supply today.

STAR
HEEL PLATE CO.
★ NEWARK, N. J.



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ZIM!
AND IT'S OPEN!

As Advertised In SATURDAY EVENING POST

JAR OPENER



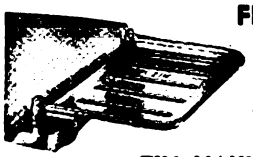
One of the most popular of Zim's efficient household helps. Opens anything that wears a cap—glass, bottle, can, Mason jar. Strong, all-steel construction. White enamel or chrome finish.

CAN OPENER



There isn't a housewife in the U. S. who wouldn't go for one of these. Neatly opens any shaped can. Constructed for long service. Folds out of the way when not in use.

FLATIRON REST



An important addition to any ironing board. Leaves entire board free for ironing. Folds back when not used.

WRITE FOR LITERATURE AND PRICES

ZIM MANUFACTURING CO.
Headquarters for Labor Saving Home Appliances
3047 Carroll Ave. Chicago 12, Ill.

SMOOTH, COLORFUL

PLASTIC TUMBLERS



A MACK MOLDED prize-winner... tile-smooth plastic water tumblers in several rich colors.

These plastic tumblers are different—have a series of decorative, reinforcing ridges molded right into the walls. Tumblers are full 8 oz. size. Packed 10 tumblers to display box—one dozen display boxes to shipping carton.

MACK MOLDING CO.
INCORPORATED
142 MAIN ST., WAYNE, NEW JERSEY

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
	Valued at more than $25 and not more than $50 each:		
	Shotguns	$5 each and 22½% ad valorem	$3 each and 15% ad valorem
	Rifles and combination shotguns and rifles	$10 each and 45% ad valorem	$5 each and 22½% ad valorem
	Valued at more than $50 each:		
	Shotguns	32½% ad valorem	20% ad valorem
	Rifles	32½% ad valorem	25% ad valorem
	Combination shotguns and rifles	65% ad valorem	32½% ad valorem
365	Barrels, further advanced in manufacture than rough bored only:		
	For shotguns	$2 each and 25% ad valorem	$1 each and 15% ad valorem
	For rifles	$4 each and 50% ad valorem	$2 each and 25% ad valorem
365	Stocks, wholly or partly manufactured:		
	For shotguns	$2.50 each and 25% ad valorem	$1.25 each and 15% ad valorem
	For rifles	$5 each and 50% ad valorem	$2.50 each and 25% ad valorem
365	Parts of shotguns, and fittings for shotgun stocks or barrels, finished or unfinished	27½% ad valorem	15% ad valorem
365	Parts of rifles or combination shotguns and rifles, and fittings for rifle stocks or barrels, finished or unfinished	55% ad valorem	27½% ad valorem
365	Shotguns imported without a lock or locks or other fittings	$5 each and 27½% ad valorem	$3 each and 15% ad valorem
365	Rifles imported without a lock or locks or other fittings	$10 each and 55% ad valorem	$5 each and 27½% ad valorem
365	Shotgun barrels, in single tubes, forged, rough bored	5% ad valorem	5% ad valorem
412	Rackets, skis, snowshoes, and golf club shafts	33 1/3% ad valorem	16-2/3% ad valorem
1006	Nettings, webs, seines, etc.	30% ad valorem	25% ad valorem
1502	Ice and roller skates,	15% ad valorem	12½% ad valorem
	Sticks, mallets, clubs, etc.	20% ad valorem	10% ad valorem
	Footballs, baseballs, etc.	20% ad valorem	10% ad valorem
1535	Leaders or casts	35% ad valorem	$1 per doz. but not less than 17½% ad valorem
	Snelled hooks, artificial flies	45% ad valorem	45% ad valorem
	Fishing rods, valued at $10 or more each	30% ad valorem	$4.50 each but not less than 15% nor more than 55% ad valorem
	PAINTS, VARNISHES, PIGMENTS, ETC.		
66	Colors, stains, and paints, including enamels, mixed or unmixed, not otherwise provided for	15% ad valorem	12½% ad valorem
68	Ultramarine blue, dry or in pulp, and all blues containing ultramarine—per lb.	3¢ per lb.	2½¢ per lb.
	Blue pigments and all blues containing iron ferrocyanide or iron ferriocyanide—per lb.	8¢ per lb.	5¢ per lb.
72	Lead pigments—per lb.		
	Orange mineral	2½¢ per lb.	2¢ per lb.
	Red lead	2¼¢ per lb.	1⅞¢ per lb.
	White lead	2.1¢ per lb.	2.1¢ per lb.
73	Ochers, crude	⅛¢ per lb.	1/16¢ per lb.
	Ochers, washed or ground	¼¢ per lb.	⅛¢ per lb.
75	Varnishes, not specially provided for	15% ad valorem	10% ad valorem
	Spirit varnishes, less than 5% methyl alcohol	$2.20 per gallon plus 25% ad valorem	$1.10 per gallon plus 12½% ad valorem
	Spirit varnishes, more than 5% methyl alcohol	15% ad valorem	10% ad valorem
	GLASS PRODUCTS		
217	Bottles, jars, jugs, etc., wholly or chiefly glass, more than 1 pt.	½¢ per lb.	½¢ per lb.
220	Laminated glass	45% ad valorem	22½% ad valorem
221	Rolled glass, fluted or ribbed, containing metal netting	1½¢ per lb.	¾¢ per lb.

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Vaughan

UTILITY TONGS

Ideal for handling ice cubes, hot foods, sterilized bottles, etc. Positive grip on smallest objects. All steel with heavy nickel plate.

No. 20



"GAS-TITE" EXPANSION STOPPER

Durable and positive. Double shoulder seal prevents gas leakage.



No. 171-C

"GAS-TITE" DISPLAY CARD

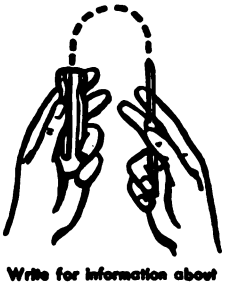
Fits over bottle neck, holds 12 stoppers. Free with box of two dozen stoppers.

Vaughan NOVELTY MFG. CO.

3211 CARROLL AVENUE
CHICAGO 24, ILLINOIS

World's Largest Manufacturers of Bottle Openers and Can Openers

HERE'S PROOF of Vaco's Extra BUY APPEAL



Write for information about the Vaco Reversible.

The Underwriters' Laboratories, Inc., Re-examination Service Marker embossed on the end of each Vaco driver opens up new markets for Vaco dealers. The shock proof, break proof Amberyl handles are Sic-Burning . . . and the old nitro-cellulose handle fire hazard!

Sales soar, too, when the new Vaco *Reversible* goes on display. Just pull out the blade, turn it around, and you have a Phillips instead of a regular screw driver! No change in quality . . . only finest chrome vanadium steel used in Vaco screw driver bits.



VACO COUNTER CARDS KEEP COMING...BOOST PROFITS

173 TYPES AND SIZES

VACO PRODUCTS CO.

317 E. ONTARIO ST.
CHICAGO, ILLINOIS

NOW—ORIGINAL

TEHR-GREEZE

FABRIC CEMENT



AVAILABLE FOR IMMEDIATE DELIVERY

Makes Patching And Repair Work Easy

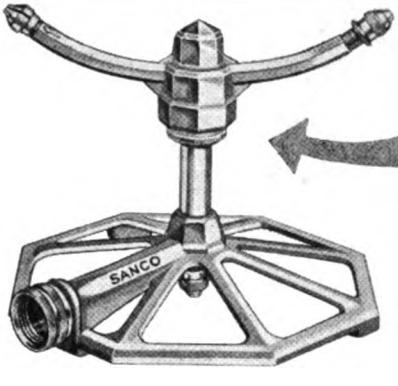
White — Repairs all types of cloth, canvas and leather goods. A tough, versatile adhesive with thousands of uses in home, repair shop and farm.

Write for Trade Prices

VAL-A COMPANY

700 W. ROOT ST. CHICAGO 9, ILL.

"FLOATING HEAD" so free and easy on the spin!



$3.95 RETAIL

There's no friction to wear out the "Floating Head" Sprinkler. The head revolves on a cushion of water. And that's important . . . it adds years of extra wear . . . it means less water pressure is required to turn the head.

Built of Zamak Alloy #3 and Brass, the "Floating Head" Sprinkler will take the roughest treatment without breaking.

Distributed by Crane Co. Branches and selected Hardware Jobbers.

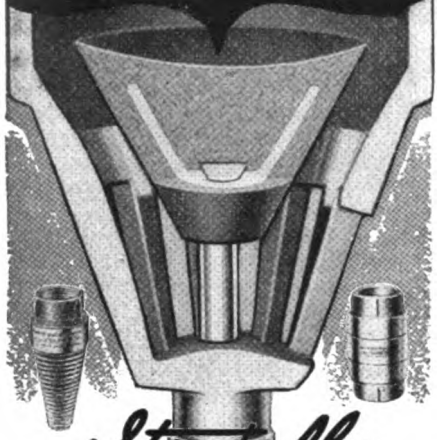
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✓ Spreads water evenly!
✓ Won't Break!
✓ Can't Rust!
✓ Covers from 6 to 70 feet as desired!

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ASHTABULA, OHIO

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RUBBER POPPET



Strataflo
FOOT VALVES
CHECK VALVES
end leakage troubles . . . save their cost many times over in service calls they eliminate. Ideal for jet type pumps. Ask for bulletin 301.
Order from your Jobber
WHITE MACHINE WORKS
FORT WAYNE 1, INDIANA

A. M. COLLOT SUPPLIES — MIAMI FLA

LAWN MOWER
REPAIR PARTS
Assortments of
PINIONS, PAWLS, ROLLER HANGERS, SCREWS, PINION COVERS, BEARINGS, ETC.
Parts in stock to repair all makes
Order Catalog No. 3
A. M. COLLOT SUPPLIES
221 N. W. 8th AVE. • MIAMI 36, FLA.

COOKIE PRESS and CAKE DECORATOR | ADJUSTABLE ROAST RACK | TWO-WAY HAM RACK



See your jobber or write direct for catalog
ZACHMAN & CO. · 5004 WILSON AVE CHICAGO 30

Tariff Act of 1930, paragraph	Product	Old Rate	New Rate
222	Plate glass, any manufacturing method, according to size	From 8.3¢ to 13.2¢ sq. ft.	From 4-3/20¢ to 6.6¢ sq. ft.
	Containing wire netting, according to size	From 10¢ to 13.2¢ sq. ft.	From 5¢ to 7-13/20¢ sq. ft.
230	Stained or painted glass, not specially provided for	60% ad valorem	40% ad valorem
	WOOD PRODUCTS		
412	Folding rules	60% ad valorem	40% ad valorem
	Paintbrush handles	20% ad valorem	15% ad valorem
	Broom and mop handles	20% ad valorem	15% ad valorem
	Toboggans, hockey sticks	20% ad valorem	15% ad valorem
	Canoes and paddles	20% ad valorem	15% ad valorem
	Wheelbarrows	20% ad valorem	15% ad valorem
	GARDEN AND NURSERY STOCKS		
755	Seedlings, cuttings	$2 per thousand	$2 per thousand
	Buddings, graftings	25% ad valorem	12½% ad valorem
753	Tulip, hyacinth, narcissus bulbs	$3 to $6 per million	$2 to $5 per million
	Crocus corms	$1 per million	50¢ per million
763	Grass, forage crop seed	1¢ to 20¢ lb.	½¢ to 15¢ lb.
764	Garden, other field, seed	½¢ to 6¢ lb.	½¢ to 4¢ lb.
	CORDAGE		
1004	Single yarn, flax or hemp	25 to 35% ad valorem	15 to 25% ad valorem
	Two or more yarns, flax, hemp	30 to 40% ad valorem	20 to 30% ad val.
1005	Cordage of three or more strands:		
	Manila	2¢ lb. plus 15% ad valorem	2¢ lb. plus 10% ad valorem
	Sunn or other bast fiber	1¢ lb.	¾¢ lb.
	Sisal, hemp or other hard	40% ad valorem	15% ad valorem

Major Concessions Obtained by U. S. on Hdwe. Shipped Abroad

	Old Rate	New Rate	British Preferential
CANADA			
Guns, rifles			
(Not made in Canada)	15%	10%	Free
(Competitive types)	27½%	22½%	10%
Glass, demijohns, carboys, machine-made tumblers, etc.	27½%	22½%	15%
Light fixtures and appliances, flashlights	27½%	22½%	20%
Glass, sheets and bent	25%	20%	Free
Glass, plate, not beveled, less than 7 sq. ft.	20%	10%	Free
Cutlery, penknives	30%	20%	Free
Cutlery, table knives, forks	30%	25%	15%
Cutlery, shears, scissors	30%	20%	Free
Lawnmowers	30%	25%	10%
Wheelbarrows	27½%	22½%	10%
Fencing, welded or woven	30%	25%	17½%
Children's vehicles (sleds and other)	30%	22½%	15%
AUSTRALIA			
Hand tools, air, portable	19%	15%	Free
Screwing tools	70%	45%	35%
Hand tools, n.e.i.	65%	40%	30%
BURMA			
Agricultural equipment	Free	Bound	Eliminated
Barbed wire	20%	Bound	Eliminated
Wire rope	20%	Bound	Eliminated
Hand pumps	35%	20%	Eliminated
CHINA			
Shop and hand tools	7½%	Bound	
Electric plugs, etc.	25%	Bound	
Paints, dyes, etc.	35%	Bound	
CEYLON			
Paints, enamels, etc.	25%	20%	
Varied agricultural implements, tools, machinery.	25%	20%	
UNITED KINGDOM			
Tools, general	Varied	15%	Free
Tools, power, portable	20%	15%	Free
Rosin	Free	Bound	Free
Aluminum rods, wire	15%	Free	Free
Cappers, sealers	15%	Free	Free
NEW ZEALAND			
General hardware, hollowware	61¼%	50%	20%
Artificers' tools	30%	17½%	Free

Nearly all of the 22 nations meeting with the United States made concessions on duties levied against hardware imports from the United States. However, the above table shows the major groups on which concessions were obtained; no attempt is made to include minor items or those relating indirectly to the industry.

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At Last! THE HANDY HOUSEHOLD TOOL

Stelray SELF CENTERING PUNCH

Starts holes for NAILS or SCREWS . . . at angles . . . tight spots . . . corners.



Many ways to use — hinges, fixtures, shelves, brackets, racks. Expertly designed and constructed. Appeals to hobbyists and craftsmen.

Ask your Jobber — or write.

One dozen to Easel board

The "PUNCH BOARD" that really pays off.

STELRAY METAL PRODUCTS INC.

SHELTON, CONN.

TRADE "METALON" MARK

MENDS ALL METAL!



NEW PROCESS Liquid and Powder Combination Sets in 5 Minutes

Permanently Repairs Leaks!

Requires NO HEAT • NO SKILL

Metalon stops leaks and mends cracks in Aluminum, Iron, Brass, Copper, Block Tin etc., or Fittings, Steam, Water, Gas, Oil and Ammonia Pipes, Condensers, Boilers, Heaters, Water Jackets, Radiators, Cylinders, Stone Wash Tubs, Cracked Castings, Furnaces, Automobile Radiators and Cylinders, Gaskets, Flange Packing, Tight Joints, etc.

Metalon is the last word in modern scientific achievement, and is now within the reach of the public at large.

Metalon is a POSITIVE NECESSITY to Engineers, Mechanics, Steam Fitters, Plumbers, Machinists, Chauffeurs, Home Owners, Motor Boat and Automobile Owners, etc.

Metalon is Steam-proof, Heat-proof, Frost-proof and resists oil, gasoline and various chemicals. It is not an Iron Cement and should not be confused with the cements constantly being offered the public!

RETAILERS, WHOLESALERS, MFG. REPRESENTATIVES WRITE FOR DISCOUNTS

Metalon Manufacturing Corporation
31 West First Street
Bayonne, New Jersey

MAXIMUM STRENGTH

And Uniform Quality Mean Satisfied Customers with

SHEFFIELD OIL COLORS



In BULK, ½ pint and Quart Cans as well as 3 sizes of Lithographed Tubes

30 outstanding colors, triple ground in pure linseed oil to give maximum strength and cleanest colors. Highest uniform quality assured because of our volume production and modern equipment. A beautiful metal display cabinet is available as a sales stimulator. Write for prices and further details.

Sheffield Bronze
PAINT CORPORATION
CLEVELAND 6, OHIO



Circular Saws

FINEST HOME AND HOBBY SAW EVER MADE

- Made of Finest Alloy Steel
- Heavy Gauge
- Correctly Tempered to Withstand Heavy Factory Use
- Each Blade Attractively Packaged & Labeled

RIP CROSS CUT & COMBINATION
6 to 10" Diameter

Deliveries Made from Stock, Mail & Phone

Sell These Saws at COMPETITIVE PRICES AND Make a GREATER PROFIT!

LAFAYETTE SAW & KNIFE INC.
Established 1910
115 Banker Street Brooklyn 22, N. Y.

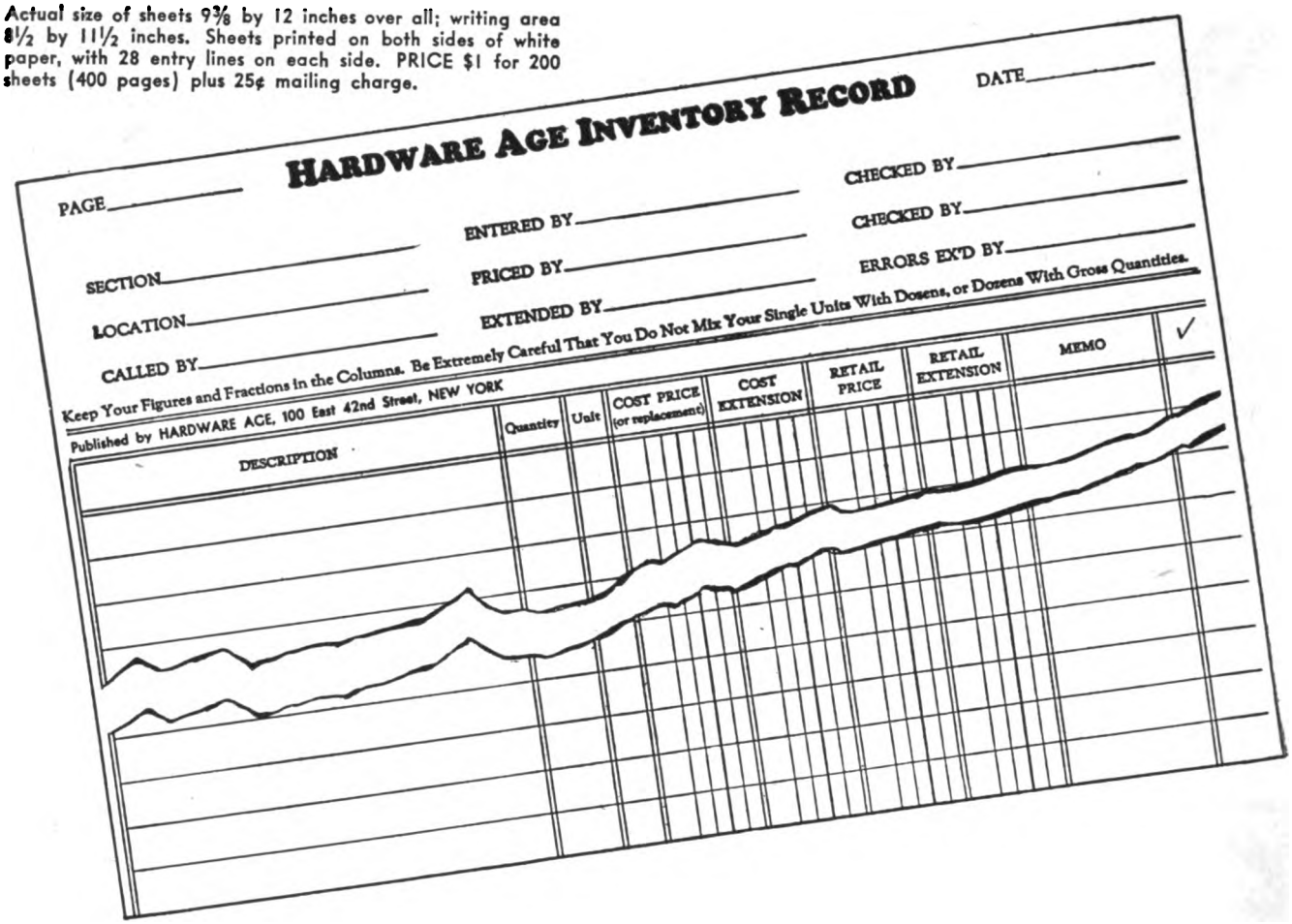
Manufacturers of Circular Saws, Band Saws, H. S. Planer & Jointer Knives, Moulding Blanks, Beveled Edge Shaper Steel.

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Simplify Your Stock Taking with the

HARDWARE AGE WHITE INVENTORY SHEETS

Actual size of sheets 9⅜ by 12 inches over all; writing area 8½ by 11½ inches. Sheets printed on both sides of white paper, with 28 entry lines on each side. PRICE $1 for 200 sheets (400 pages) plus 25¢ mailing charge.



You can make your annual inventory taking an easier, surer job by using the HARDWARE AGE WHITE INVENTORY SHEETS which 1,000 leading retail hardware dealers helped us design.

From the many suggestions received this sheet was designed to sell at a new low price—200 sheets for only $1, plus a 25¢ mailing charge. As these sheets are printed on both sides of good white bond paper, this means you really get 400 pages of inventory record sheets. Each side of the sheet has room for 28 items. Your $1.25 investment provides inventory space for 11,200 items.

During the past years, thousands of retail hardware dealers and wholesalers have used millions of HARDWARE AGE Inventory Sheets because they found them simple, convenient and handy to use. The WHITE INVENTORY SHEETS are the best ever—they are even more simple, more convenient and easier to use. Our entire effort was directed toward making your annual inventory taking an easier and surer undertaking.

These WHITE INVENTORY SHEETS will fit the HARDWARE AGE Inventory Sheet Binders which are used by thousands of dealers who reorder their Inventory Sheets from us year in and year out.

Due to the exceptional low price at which these sheets are sold and which applies to the United States and its possessions only, please have your money order or check accompany your order.

Make your inventory taking this year easier and surer with these WHITE INVENTORY SHEETS. Use the coupon below to order your supply today.

----------USE THIS COUPON----------

HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.
Gentlemen:

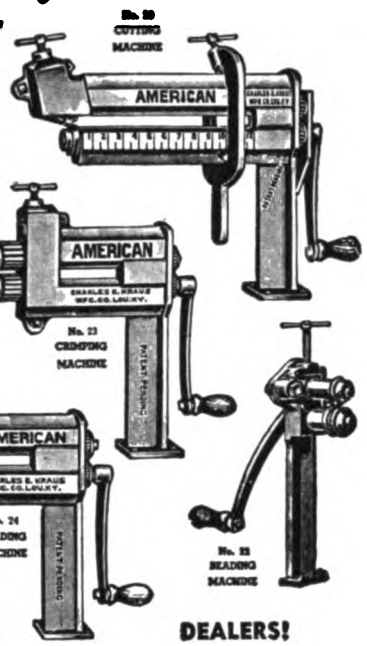
Here is my $..... Please send me.....hundred white HARDWARE AGE Inventory Sheets (200 for $1.00 plus 25¢ mailing charge). Also send me.....Binders (50¢ each). Send these to me by return mail.

NAME FIRM NAME

ADDRESS CITY STATE

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Machines for Cutting Crimping and Beading



STOVE PIPE
FURNACE PIPE
FLAT SHEET METAL

Machines
FOR EASIER, FASTER WORK

DEALERS! **Write**

Distributors—Sales Representatives Write for protected territory

HEAVY DUTY BUILT FOR YEARS OF SERVICE

Manufactured and Sold By

CHARLES E. KRAUS MFG. CO.

122 S. 8th ST. LOUISVILLE 2, KY.

"TAKE a GOOD-LONG LOOK AROUND"..



You'll find that Congress Drives are profit builders. The Congress Line consists of a special pulley assortment—50 pulleys that meet 90% of your calls—variable speed pulleys, step-cone pulleys, flexible couplings, and a complete assortment of V-belts.



Write for catalog covering all Congress Drives. All shipments from your local jobber.

SALES BUILDING COUNTER DISPLAY

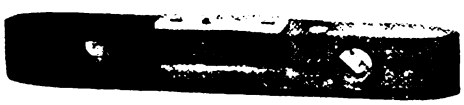
This 3-color display is part of the Congress point-of-sale promotion plan. Write for details.

CONGRESS DIAMOND BORED **DRIVES**

3750 E. OUTER DRIVE, DETROIT 12, MICH.

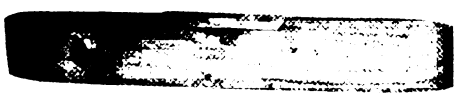
STEVENS *TORPEDO LEVELS*

- Made for customer satisfaction!
- Priced to sell!
- Real profit-makers!



MODEL NO. 399—BLACK WALNUT

Skillfully made of solid, highly polished black walnut. Has one level, one plumb, one 45° vial each conveniently located. "Cat's-eye" vial for reading ease. Plated steel top plate. Weight per dozen, 2½ lbs. List price, each 90 cents.



MODEL NO. 400—NATURAL CHERRY

The sales inviting, natural grain finish of solid cherry wood sells this level. One level, one plumb, all of "cat'seye" liquid. Plated steel top plate. Weight per dozen, 2¼ lbs. List price, each 60 cents.

Your Inquiries on our Complete Line of Quality Levels Will Be Promptly Handled.

"Put Them on Display — They Sell Themselves."

P&P-5002

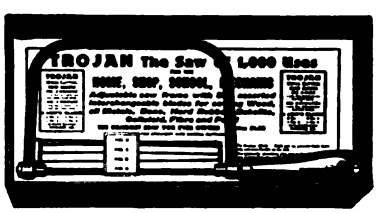
THE E. A. STEVENS LEVEL COMPANY
NEWTON FALLS, OHIO

BACK TO NORMAL—
Deliveries, That Is!
TROJAN
SAW BLADES & FRAMES

Yessir, Dealers—TROJAN now makes 10-day delivery on all jewelers, coping and scroll saws—both blades and frames. Larger production facilities now insure prompt service on every order. See your jobber at once for your stock of the popular TROJAN line.

DEALERS ATTENTION!

Break the Ice With This Sales Leader



No. 1 SAWING SET (The Saw of 1,000 Uses)

Highest quality set for home, shop, school or mechanic. Comprises No. 20 Trojan Frame and assortment of six blades for sawing wood, metal, bone or plastics. Complete sawing instructions included in attractive box suitable for display.

LIST $15.00 per Dozen.

Every Trojan Blade is guaranteed to have filed and set teeth (never stamped).

Sold Exclusively thru Jobbers

ACKERMANN, STEFFAN & CO.

4534 W. Palmer Street, Chicago 39, Ill.
76 Reade St., New York City

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• CABINET HARDWARE
• BUILDERS HARDWARE
• CABINET LOCKS
• SCREWS AND BOLTS
• SASH HARDWARE

DISTINCTIVE HARDWARE ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY • ROCKFORD, ILLINOIS

ORDER BY MAIL

PRICE LIST	8½"x11"	11"x17"
300 Copies	$4.00	$8.00
500 "	4.75	9.50
1000 "	6.75	13.50
Ea. add'l 1M	4.00	8.00

Double above prices if printed on 2 sides
All prices F.O.B. Newark, N. J.

MAIL the original with your order for any quantity. Prompt Service. All Shipments C. O. D. unless credit established.

OFFSET REPRINTS AT LOW COST

Large or Small Quantities

Clear, sharp reproduction. 20 lb. Bond.

Letters . . . Advertisements . . . Clippings . . . Price Lists . . . Catalogue Sheets . . . Testimonials . . . Drawings . . . Documents . . . Charts . . . Maps

Almost anything printed, typed, written, drawn or photographed can be reproduced. No engraving charges. Prices are for straight offset printing in black on white bond stock, printed one side.

BARTON PRESS

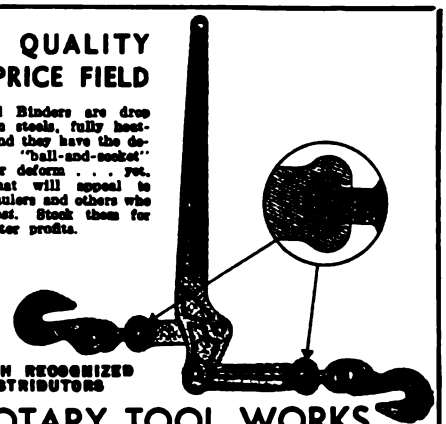
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138 WASHINGTON STREET Dept. H NEWARK 2, N. J.

BRING HIGH QUALITY TO THE LOW PRICE FIELD

LeBus Type "A" Load Binders are drop forged of alloy and carbon steels, fully heat-treated, fully guaranteed and they have the dependable LeBus forged "ball-and-socket" swivel that cannot bind or deform . . . yet, they retail at prices that will appeal to farmers, light industrial haulers and others who demand quality at low cost. Stock them for additional sales . . . greater profits.

Also available are Type "C" and Type "L" Load Binders for heavier services. Complete information furnished upon request.



SOLD ONLY THROUGH RECOGNIZED JOBBERS AND DISTRIBUTORS

LEBUS ROTARY TOOL WORKS

P. O. BOX 2352 LONGVIEW, TEXAS

Autoyre

BATHROOM AND KITCHEN ACCESSORIES

"DESIGNED TO MAKE THE PASSER-BUY"



THE AUTOYRE COMPANY • OAKVILLE, CONN.

For PINNING UP things!

—MOORE PUSH-PINS

Designed to answer EVERY pin-up and hang-up need. Sell them to your customers with COMPLETE CONFIDENCE. Nationally advertised.

For HANGING UP things!

★ **MOORE** PUSHLESS PICTURE HANGERS

MOORE PUSH-PIN CO. *Since 1900*

113-25 BERKLEY ST. PHILADELPHIA 44, PA.

New **JUMBO Model No. 801**

MINUTE MOP *and Drainer*



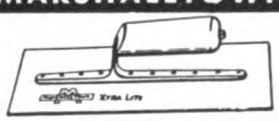
For LARGE FLOOR AREAS

Now another model of the famous Cellulose Sponge Minute Mop and Drainer—the No. 801 Jumbo Model, for homes, stores, offices, shops—50% more sponge—bigger head—bigger drainer. List price, Jumbo model, $2.98 Complete with new Drainer, 54" handle and handle tight clamp. (List price regular model No. 101—$1.95 complete). Write or phone your jobber today.

MINUTE MOP CO. 13 E. 23 rd. St. CHICAGO 16 ILL.

★ **MARSHALLTOWN TROWELS** ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



MARSHALLTOWN



FOLLOW THE LEADER IN "Want Ad" ADVERTISING—

Year after year HARDWARE AGE has led its field in the volume of *classified* as well as *display* advertising. Its classified columns bring together buyer and seller, employer and employee.

Those who contact the hardware trade know from experience that HARDWARE AGE is the logical medium to use to secure RESULTS from their classified advertising. Follow the leader.

HARDWARE AGE *Classified Opportunities Dept.* *100 East 42nd St., New York 17, N. Y.*

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Year-round demand for GOTTSCHALK'S METAL SPONGES

The housewife has daily use for Gottschalk's Metal Sponges. There's no off-season for these items; they're steady sellers right around the calendar.

Nothing can equal Gottschalk's Metal Sponges for the nasty, heavy-duty cleaning and scouring jobs around the home. Perfect for floors and woodwork, tiles, metal, porcelain and enamelware. They're non-rusting, non-abrasive—can't harm fine finishes or hands. Easily cleaned in hot water.

Don't bother with unsatisfactory substitutes, when you can sell women the Gottschalk's Metal Sponges they want. Write for full details.



No. 325 — SPECIAL 3-IN-1 PACK
—(3 regular 10-cent sponges)—
Retails for 25 cents.

No. 110—METAL SPONGE—
Retails for 10 cents.

METAL SPONGE SALES CORPORATION • 3650 NORTH 10th STREET • PHILADELPHIA 40, PA.

MODEL 200 NOZZLE

Adjustable brass nozzle equipped with **HOSNAP** (snap on) coupling for ease in attaching to hose.

Fits any standard hose.



HOSNAP EQUIPPED NOZZLE

PAT. PENDING ON ALL CRESCENT PRODUCTS

SOLD THROUGH YOUR JOBBER
CRESCENT STEEL CO., 1573 EAST LARNED ST., DETROIT 7, MICH.
Manufacturers of FINE LAWN SPRINKLERS. HOSNAP COUPLINGS. AND NOZZLES

When you call for DURO CHROME you're sure of getting



Doggone Good Tools!

2121

DURO METAL PRODUCTS CO.
2649 N. Kildare Ave., Chicago 39, Ill.

Also Makers of DURO *Machine Tools*

NOW!



CHICAGO DIE CAST PULLEYS

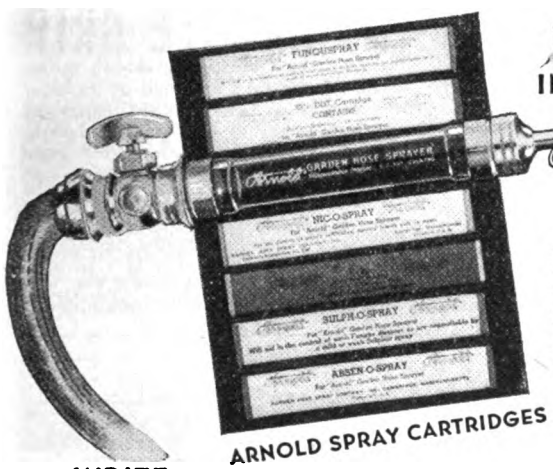
now come to you in attractive red, white and blue display containers. Complete range in sizes from 1 1/2 inches to 5 inches in diameter.

Increase your pulley sales by featuring Chicago packaged pulleys. Order from your jobber. Write for Catalog No. 48.

Chicago DIE CASTING MFG. COMPANY
2512 West Monroe Street, Chicago, 12 Illinois

1 Sprayer · · 12 JOBS

INSTANT, PROFITABLE SELLER



ARNOLD SPRAY CARTRIDGES

Arnold® Garden Hose Adjustable Sprayer

ONLY ONE OF ITS KIND

Think of it! — now you can sell one sprayer to do *all* garden spraying jobs. Attach the Arnold Sprayer to regular garden hose, insert one of 12 different insecticide cartridges (or Cleanswell Auto Wash Cartridge) — turn on and spray! No mixing or mess. Not only that, the Arnold Sprayer controls insects while watering — 2 operations in 1! Adjustable nozzle adjusts for 30 foot stream or mist for close range use — meets every spraying requirement. Brass or chrome plated finish — quality construction throughout. The Arnold Spray is the practical tool home gardeners want. Stock them, sell them for extra profits! Carry replacement cartridges for profitable *repeat business.*

Types available: DDT-Spray, P-R (Pyrethrum-Rotenone), Nico-O-Spray, ArsenO-Spray, Cryolitespray, Weed-O-Spray, Pyr-OSpray, Rot-O-Spray, Fungusspray, Sulph-O-Spray, Vitamin B-1, and Cleanswell Auto Wash. RETAIL 35c ea., $4.00 doz.

RETAIL PRICES
CHROME FINISH — — $5.50
BRASS FINISH — — $5.00

WRITE DIRECT

Garden Hose Spray Co., Inc. 7 UPLAND ROAD CAMBRIDGE 40, MASS.

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Brushes FOR TOUCH-UP AND MARKING
FOR BRONZING AND ENAMELING

CARDED OR IN BULK | ROUND OR FLAT | SOFT HAIR OR BRISTLE

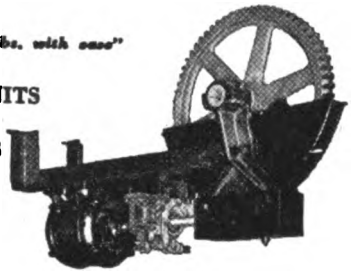


M. GRUMBACHER
INC.
464 WEST 34th STREET, NEW YORK 1, NEW YORK
M. GRUMBACHER OF CANADA LTD., 179 KING STREET W., TORONTO, ONTARIO

DON'T KILL YOUR OPERATOR
Electrify Your Hand Elevator with this Power Unit

"Lifts from 1000 to 2000 lbs. with ease"

ELEVATOR POWER UNITS
ELECTRIC ELEVATORS
DUMB WAITERS



Davis & Newcomer Electric Elevator Co.
Write for Information and prices. FOSTORIA, O.

Foley CHOPPER



Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

SPEEDY SPRING ACTION

Women know it. Women want it. With a chip-chop of bouncing blades, cabbage is *shredded* . . . onions, parsley, nuts are *chopped* . . . steak is *cubed* . . . meat is *tenderized*. Nationally advertised . . . display it for volume sales. Price **79c**

Makers of Foley Food Mill, Sifter, Fork
Foley Mfg. Co., Minneapolis 18, Minn.

AVAILABLE THROUGH YOUR JOBBER

3 KNIFE-SHARP STAINLESS BLADES

HOLD-E-ZEE
AUTOMATIC GRIP SCREWDRIVERS

MORE WORK IN LESS TIME!



ORDER THRU YOUR JOBBER

Hold-E-Zees do the job better, faster. They excel wherever screwdrivers are used. Gripper instantly released by spring action, sliding up out of way when not in use. All materials highest quality.

UPSON BROS., INC., 84 Exchange Street, Rochester 4, N. Y.

"VITAL CAULKING GUNS
HAVE NO EQUAL"

AND CARTRIDGES



The complete original 1st line of guns and cartridges rotary style single unit handles, all styles; sizes 1 pt. to 2½ qts. Nozzles from 1/16" up. Vital Caulking Guns feature the new "Clear-flow" one-piece tapered nozzle—no strain, no slipping, no excess weight. Vital-Pak top grade compound cartridges keep guns clean, eliminate messy filling. List: from $4.00 to $17.00. Cartridges at current prices. Liberal terms. Call your jobber.

The VITAL Products Mfg. Co.
7500 Quincy Ave. Cleveland, Ohio

The Little GIANT Swing Clip
For Cutting Grass and Weeds

IMMEDIATE DELIVERY
— if you order promptly through your wholesaler

The cutter with a "golf club" balance and feel. Curved blade (regular or serrated edge)—an efficient cutting tool —36" over all length.

Detachable blade gives you extra profit in sharpening or replacing. This is the only cutter using Elastic Stop Nuts—can't loosen or freeze to the bolt. Blades may be purchased separately.

Packed 6 to a carton, 1 display carton FREE with every dozen ordered.



NORTH WAYNE TOOL CO.
OAKLAND, MAINE

Extra Strength at Less Cost!



FOSTER Aluminum Alloy
"D" HANDLE GRIP

Sells on sight with every shovel, grain scoop, garden tool, etc., and as replacement handle. Exceptional mark-up! Heavy duty with sure grip handle design. Hard, virgin Aluminum Alloy for extra wear without rust. Save 66 2/3 on freight!

WRITE for CIRCULAR and PRICE LIST

FOSTER Aluminum Alloy Products Corp.
114-118 S. Salina St. Syracuse 2, N. Y.

PLYMOUTH
Cordage Products PLYMOUTH, MASS.

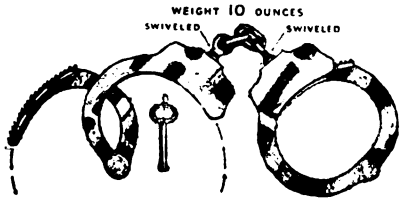
ROPE · BINDER TWINE · BALER TWINE · TYING TWINE



THE ROPE YOU CAN TRUST BECAUSE IT IS ENGINEERED FOR YOUR JOB

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GHOST (SILK) CASTING LINE
AIRLINE (NYLON) CASTING LINE
STREAMLINE SILK FLY LINE
AIRLINE NYLON FLY LINE
PRINCESS PAT CUTTYHUNK LINEN
NEWTON All Star FISHING LINES FOR ALL STAR SALES
EAGER FOR ACTION
SOLD THROUGH JOBBERS ONLY

Police Departments Throughout the U. S. recognize the
PEERLESS HANDCUFFS
as the best Handcuff made
WEIGHT 10 OUNCES
SWIVELED SWIVELED

PEERLESS HANDCUFF CO.
SPRINGFIELD, MASS.
There is no satisfactory substitute for a Peerless Handcuff

IT'LL PAY YOU TO STOCK
THE JOHN ALDEN KNIGHT LINE!
You can cash in on this quick-turning, high-profit line of John Alden Knight Flies and Streamers. Designed by Knight for his own personal use, this line is now available to fishermen everywhere. This line is to be advertised nationally in *Field and Stream* and *Outdoor Life* for the 1948 Trout Season. Packed in attractive plastic counter display pieces, every Fly bears Mr. Knight's signature. If you are not stocked on the John Alden Knight line, *Send for our catalog at once!*
EXCLUSIVE MAKERS
BENNETT MILLARD FISHING TACKLE, INC.
130 WASHINGTON AVE. • BINGHAMTON 10, N. Y.

MARBLE'S KNIVES for SPORTSMEN

Marble's Ideal No. 45
Popular all-purpose knife for field, forest, and camp use. Extra sturdy thick forged blade, hollow ground. Handle of sole leather washers, fibre and brass; plastic tip. Complete with leather sheath. No. 45-5" blade, $3.50. No. 45-6" blade, $4.00.

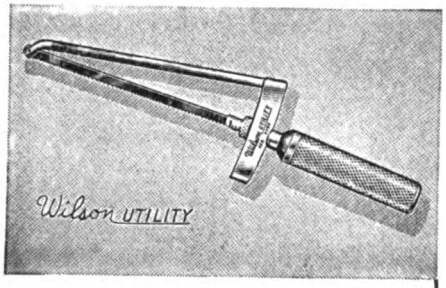
Marble's Expert No. 545
Favorite with Hunters and Trappers. Has blade that holds keen edge. Easy grip handle made of washers of sole leather, fibre and brass; plastic tip. 5-inch blade with leather sheath, $3.50 list.
Easy TO SELL Sure TO SATISFY
Marble Arms & Mfg. Co. 540 Delta Avenue GLADSTONE, MICH. (A-225)



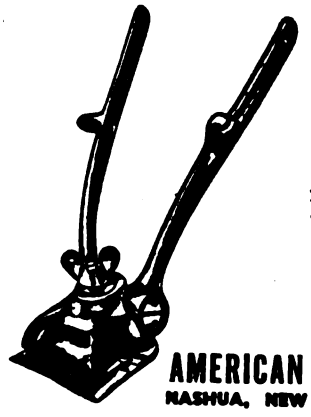
D. P. HARRIS HDW. & MFG. CO., INC. • ROLLFAST BLDG. • NEW YORK, N. Y.

SELL THE Lawrence EST. 1857

SADDLE LEATHER LINE
SEND FOR CATALOG OF THE LAWRENCE LEATHER LINE
● Holsters, shell cases, cartridge belts, and other Lawrence saddle leather sporting goods are profit producers. Made in the West since 1857. Nationally advertised in leading outdoor magazines. Dealerships available. Write for information.
THE GEORGE LAWRENCE CO. PORTLAND 4, OREGON

CARDED for PROFITABLE BARGAIN-COUNTER SELLING


The New
WILSON UTILITY SAW
Priced for volume sales! Carded for easy selling. Designed for lifetime service in sawing metals, plastics, tile, wood, etc. Now in volume production—prompt shipments assured. Through better jobbers everywhere. Details on request.
WILSON HARDWARE MANUFACTURING CO.
2325 So. Michigan Ave. • Chicago 16, Ill., U. S. A.

OVER 80 YEARS' EXPERIENCE

PRIEST'S CLIPPERS
Triple plate — copper, nickel, chromium finish. Ball bearing, easy action.
Over 80 years' experience.
ASK YOUR JOBBER
AMERICAN SHEARER MFG. CO.
NASHUA, NEW HAMPSHIRE, U.S.A.

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Classified Advertising Rates

Help Wanted, Accounts Wanted
Business Opportunities
Representatives Wanted, etc.

Set solid, maximum, 50 words..... $5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum, 50 words $2.00
Each additional word..... .05

Allow Seven Words for Keyed Address or Your Address

***BOXED DISPLAY RATES**
$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions
No Agency Commission allowed on Classified Advertising.
REMITTANCE MUST ACCOMPANY ORDER
Send check or money order, not currency or stamps.

Samples of Merchandise, Literature, Catalogs, etc., will not be forwarded to box number advertisers unless accompanied by sufficient postage for remailing.

HARDWARE AGE is published every other Thursday. Classified forms close 15 days previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE
Classified Opportunities Dept.
100 East 42nd St., New York 17, N. Y.

Help Wanted

WANTED MAN TO WORK IN OHIO SEED STORE, good education, personal appearance and complete outline of your experience including age and salary desired in first letter. Address Box M-34, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED, WORKING MANAGER FOR LARGE RETAIL HARDWARE STORE in Mid Atlantic Section. Give age, experience, references, clubs and present employment in first letter. Unusual opportunity for one who meets requirements. Address Box M-40, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

OFFICE MANAGER, EXPERIENCED, MUST POSSESS EXECUTIVE ABILITY. Capable of taking full charge in wholesale hardware business, Metropolitan Area. Detailed information as to experience, ability, and past performances. Where employed in the last 10 years, in your first letter, which will be kept confidential. State salary desired. Address Box M-43, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

OPPORTUNITY FOR YOUNG AGGRESSIVE HARDWARE MAN to own his own business without outlay of capital. Will sell at inventory value with five years to pay out of the profits. Will consider only, one who is thoroughly experienced in all lines and capable of managing a large store. Give all qualifications in first letter. Address Box M-39, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

PAINT SPECIALTY MANUFACTURER WANTS EXPERIENCED SALESMAN

FULL TIME OR SIDE LINE ARRANGEMENT FOR

GREATER CHICAGO
OHIO – KENTUCKY – INDIANA
KANSAS – MISSOURI
OKLA. – TEXAS TERRITORIES

Drawing account and liberal commission. Excellent opportunity for party having following with store and industrial trade. Give references and resume of experience in first letter.

ILLINOIS BRONZE POWDER CO.
2016-29 S. Clark St., Chicago 16, Ill.

Sales Representatives Wanted

PAINT SALESMEN. MANY EXCLUSIVE TERRITORIES OPEN. Reputable full line with sure fire advertising and dealer help campaign. Our men know of this ad. Address Box M-47, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

EXPERIENCED HARDWARE SALESMEN WITH FOLLOWING in their territories, Call on hardware, paint and house furnishing stores. Sell for established New York Hardware Jobbing Firm. Territories Open—New Jersey, Connecticut, Westchester County, Rockland County, Brooklyn and Long Island. Liberal Commission. Write Box M-36, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALESMEN WANTED WITH FOLLOWING FOR TOP QUALITY IMPORTED CUTLERY LINE to cover all States except Wisconsin, Illinois, Indiana, Michigan, California, Oregon, Washington. Line features pocket knives with scissors, folding scissors, push button knives, camping sets with folding implements, etc. Commission basis. Write Latama, 1133 Broadway or apply in person 200 Worth Street, New York City. Telephone BE3-7480.

SIDELINE SALESMAN WITH TRADE FOLLOWING WANTED by Established New York Wholesale Hardware and Tool Jobber to cover retail hardware and automotive trade in New England States; also Western New York, Pennsylvania, Maryland and Delaware on a commission basis. Address Box M-42, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SIDELINE SALESMEN, SMALL TOWN COVERAGE; Hardware, Housewares, Appliance Stores. Liberal Commission. Catalog includes tubular stools, chairs, automatic toasters, playyards, curtain stretchers, gas stoves, heaters, pearl top hampers, aluminum outdoor and indoor dryers, pressure cookers, ironing tables, kitchen stepladders, salad-cutter, potato-ricer. Address Box M-46, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALESMEN WANTED

Leading manufacturer, complete line of leather dog furnishings, has a few choice protected territories open for experienced men with following among retailers, chains and jobbers. Liberal Commission.

Address Box L-306, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

SALESMAN TO SELL MANUFACTURER'S FAST SELLING LINE of Wooden Folding Clothes Dryers, Accordion Type, to department, hardware, furniture and chain stores. Liberal commissions and excellent repeat order items. A staple side line with year round business. Beautycraft, Inc., 1569 Beacon St., Brookline, Mass.

SELL LAWN MOWERS TO DEALERS AND DEPARTMENT STORES. Drop ship direct from factory at low prices for chain store competition. Line includes four models and power mower. Exceptional values, satisfactory quality, midwestern shipping point, commission. In reply state type trade, exact territory covered. Frandele Company, 400 W. Madison, Chicago, Illinois.

SALESMEN WANTED. UNIQUE, NEW, PATENTED, SMALL HARDWARE ITEM, perfect for lumber and hardware retailers. (Sold ¼ million in 6 months), long dealer discounts, large commissions on initial and repeat orders. Good salesmen earn $25.00 daily. Territories east of Rockies and north of Ohio available. King-Chippewa Co., Mfrs., 2517 California Ave., St. Louis 4, Mo.

SIDE LINE SALESMEN WANTED

Manufacturer of popularly priced chemical specialties such as Ant Killer, Glass Cleaner, Wall Cleaner, Shoe White, Painted Surface Cleaner, etc., desires to contact side line salesmen covering the hardware, drug, and notion trade. Excellent proposition for right men. State territory desired and full details in first letter.

BARTON CHEMICAL CO.
3909 Langley Ave. Chicago 15, Illinois

EXPERIENCED SALESMEN WANTED

Unusual opportunity to represent established mfg. of popular-priced line of Paints, Enamels, etc. Only experienced men with dealer following in hardware, paint and variety stores apply. Qualifying party will be given drawing account against commissions. All inquiries strictly confidential.

Openings in Indiana—S. C.—N. C.—W.Va. Ga.—Pa.—Ala.—Tenn.—Miss.

Address all inquiries to

Donley Paint Company
3559 E. 71st St. Cleveland 5, Ohio

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Classified Opportunities Section...

Sales Representatives Wanted

BETTER COMMISSIONS TO SALESMEN calling directly on retail hardware dealers, building supply and fuel oil dealers. Exclusive territories. Nationally advertised. List items handled and territory desired. Write Box M-17, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALESMEN EXPERIENCED. CALLING ON Paint, Hardware, Variety, Department, Building, Marine and Supply Stores, Lumber Yards. Also Industrials. Wood and canvas preservatives, high grade aluminum paints, competitively priced. Full time or sideline. Liberal commissions. Western and Southwestern States. Full particulars in first letter. Atlantic Varnish Company, 4829 Hunington Drive, Los Angeles 32, Cal.

SALESMEN TO CALL ON Hardware, Pawn Shop, Sporting Goods and General Store Trade with Cutlery and Novelties, wanted, for following territories: Maine, Vermont, New Hampshire, Washington, Oregon, Montana, Idaho, Utah, Nevada, New Mexico, Wyoming, Colorado, Texas, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Oklahoma, Arkansas, Florida, Mississippi. Territories may be split—sideline or full time. Mitchell Megal, Inc., 195 Canal Street, New York 13, N. Y.

NATIONAL DISTRIBUTORS WANTED
BY MANUFACTURER OF SMALL HAND TOOL USEFUL IN EVERY HOUSEHOLD.
NOW SELLING SPECIALTY HARDWARE, AUTOMOTIVE, PAINT AND CHAIN STORE ACCOUNTS.
Address Box M-45, care HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

LARGE EASTERN ELECTRICAL DISTRIBUTOR SEEKS EXPERIENCED SALESMEN
to call on Hardware and Electrical Dealers and Electrical Contractors. Full line of Wiring Devices, Switches, Sockets, Receptacles, etc. Sample kit furnished. Reply stating territories covered and lines handled to
Box M-35, care HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

SALESMAN
NEW ENGLAND STATES FOR MANUFACTURER OF BRUSHES, MOPS, ETC. AN EXCELLENT SIDE LINE WITH LIBERAL COMMISSION ON A PERMANENT BASIS IN PROTECTED TERRITORY FOR OLD ESTABLISHED CONCERN.
Address Box M-48, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

PAINT BRUSH SALESMEN
EXPERIENCED MEN ONLY WITH DEALER FOLLOWING FOR COMPLETE BRANDED LINE. MOST TERRITORIES OPEN. WRITE FULL DETAILS. LIBERAL COMMISSION.
Address Box L-319, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

SALESMEN WANTED TO SELL QUALITY ELECTRICAL ITEMS, cord sets, sockets, switches, wire, plugs, etc., in conjunction with lines you are now carrying. North Carolina, South Carolina, Kentucky, Tenn., Ohio. Jandorf Electrical Supply, 1 E. Lafayette Ave., Baltimore, Md.

SALESMEN WITH ESTABLISHED FOLLOWING OF RETAIL HARDWARE STORES WANTED by Manufacturer of medium and low-priced line of Baseball Gloves, Basketballs, and Footballs. Full details and lines now carried in first letter. Address Box M-41, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

BUILDING SUPPLIES SALESMEN—Midwest Wholesale Organization has opportunities for three men, under 45, experienced in lumber sales. Must have car and be willing to travel. Promote sales of lumber and building supplies to established retail outlets. Straight salary. Openings in Northwest Iowa and South Dakota; Nebraska and Kansas. Write stating age, education, experience and salary required. Replies held confidential. Address Box M-14, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

GO-GETTER WANTED. FULL TIME REPRESENTATION for Large West Coast Distributor of exclusive line of Door Locks, Chrome Bath Accessories and Allied Hardware Items. Call on retail hardware stores and lumber yards. Some choice open territories still available. Top commissions; immediate shipments. Protected territories. Please give full particulars of trade and territory coverage in first letter. Address Box M-44, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVES WANTED
To sell the So-Hi Line of Homecraft Bench Woodworking Tools, and So-Hi Silvertone Circular Saw Blades to Jobbing and Dealer Trade. Good commissions and territory protection. High class merchandise. Several territories now open, due to plant expansion.
The So-Hi Tool Co., Inc.,
Oshkosh, Wisconsin

NEW YORK MANUFACTURER OF QUALITY HAND TOOLS
HAS VALUABLE TERRITORIES OPEN FOR SALESMEN OR SALES ORGANIZATIONS CONTACTING CHAIN STORES, HARDWARE AND ELECTRICAL JOBBERS AND RETAILERS IN NORTHWEST, MIDDLE WEST, SOUTHERN AND NORTH ATLANTIC STATES. LIBERAL COMMISSIONS. WRITE IN DETAIL. ALL REPLIES WILL BE HELD CONFIDENTIAL.
Address Box M-21, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

REPRESENTATIVES CALLING ON DEPARTMENT STORES AND JOBBERS for Nationally Distributed Ironing Pad Sets and Covers. Exclusive territories. Excellent commissions. Address Kleyman Bros. Mfg. Co., 311-315 First Avenue, North, Minneapolis 1, Minn.

REPRESENTATIVES WANTED
Expansion program opens unusual opportunities for high calibre manufacturers representatives calling on hardware, feed stores, and jobbing trade. All states except Pacific Coast. One of the major lines of Garden and Household pest control items offered on exclusive basis. Unlimited possibilities. Old established reputable manufacturer. Please give complete details.
STANLEY INDUSTRIES
13415-24th Ave. So.—Seattle 88, Wash.

Accounts Wanted

MANUFACTURERS AGENT, WELL ESTABLISHED CAN USE ONE OR TWO MORE GOOD LINES to the Wholesale Hardware and Mill Supply trade in Eastern Penna., Southern N. J., Delaware, Maryland and the District of Columbia. References. Address Box M-38, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

NATIONAL DISTRIBUTORS
Established—Reliable—Aggressive
ANCO CORPORATION Pittsburgh 22, Pa.
Branch Offices
New York • Philadelphia • Detroit • Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct.
Write for further information and references

NEED TOP-FLIGHT REPRESENTATION IN FLORIDA?
Thoroughly experienced salesman, with 15 years successful sales record, is interested in line of reputable manufacturer only. Complete coverage in the State of Florida for jobbers, chains, department and furniture stores.
Address Box M-32, care HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

ATTENTION MANUFACTURERS
Newly Formed Sales Company calling on Hardware Dealers and Distributors Seeking New Lines in Cabinet & Builders Hardware, Housewares, Electrical Appliances and Gift Lines of All Kinds, will also consider Exclusive Representation in Any Line of Merit for California. Please send catalog and price list.
M. STANLEY HARDWARE CO.
1732 South LaBrea, Los Angeles 35, Calif.

ATTENTION MANUFACTURERS
WE NEED GOOD LINES FOR CHAIN STORES. WE WANT TO KNOW QUALITY, QUANTITY AND QUICKNESS. SEND US YOUR CATALOGUES AND JOBBER PRICES WHOLESALE ONLY. REFERENCES SUITABLE TO ALL.
WOLFELAND'S
P. O. BOX 375 MONROE, N. C.

(Classified Opportunities continued on pages 298-299)

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Accounts Wanted

MANUFACTURERS' AGENTS
INTENSIFIED COVERAGE BY 4 MEN COVERING ILL., IND., & WISCONSIN, SELLING HDWE. JOBBERS & HDWE. CHAINS, AUTOMOTIVE JOBBERS, & RETAIL CHAINS, ELECTRICAL JOBBERS, MILL SUPPLIERS, MAIL ORDER HOUSES, DEPT. STORE CHAINS—MANUFACTURERS WHO SELL OUTSIDE PRODUCTS THRU THEIR RETAIL DEALER ORGANIZATIONS.
LEE E. LANE COMPANY
624 So. Michigan Ave. Chicago, Illinois

MANUFACTURERS AGENT AND SALES ENGINEER DESIRES LINES of tools, machinery, electrical supplies and hardware for the St. Louis Area. Thorough coverage of Hardware and Electrical Jobbers and Industrial Concerns. Display and warehouse facilities available. Address Box M-37, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS REPRESENTATIVES DESIRE ADDITIONAL QUALITY LINE for New Jersey, Eastern Pennsylvania, Delaware, contacting Lumber Yards, Hardware Dealers, Mill Supply Houses. Now traveling 4 men. Experienced representation, aggressive coverage. Commission basis. Address Box M-49, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

LINES WANTED. LOOKING FOR SEVERAL GOOD LINES from manufacturer to sell to Retail Stores in Ozarks and Surrounding Territories. 19 years' experience on road, 3 years as Owner of Retail Hardware Store. Welcome personal interview. Straight commission. Exclusive territory. Address R. H. Yencer, 413 Ildereen Dr., R. 8, Box 262A, Springfield, Mo.

ATTENTION MANUFACTURERS: REPUTABLE MANUFACTURERS REPRESENTATIVES, Dun and Bradstreet Rating, Seeking New Lines, Memphis and Vicinity, Ark., Miss., Tenn., with following among Builders Hardware Trade, Hardware Jobbers, Lumber Yards, Plumbing Supply Trade, Sporting Goods, Toys, Electrical Items and Appliances. Maintaining Permanent Display Rooms and Sales Offices, with full time sales force. J. H. Alexander and Son, 1605 Madison Ave., Memphis, Tenn.

Accounts Wanted

ACCOUNTS WANTED. ESTABLISHED MANUFACTURERS REPRESENTATIVE covering Retail Hardware, Dept. Store, Variety and Implement Trade in the Northern half of Illinois and Eastern Iowa, excluding the Chicago Area desires to Represent Quality Manufacturers of hand tools, galvanized ware, lawn mowers, outboard motors and wheel goods. Hoover Kelley, 802 East Third St., Dixon, Illinois.

ACCOUNTS WANTED. MANUFACTURERS AGENT with office and storeroom, desires lines to sell hardware jobbers only and lines to sell direct retail hardware dealers, chain stores, house furnishing and department stores in Philadelphia, Eastern Pennsylvania, Central and Southern New Jersey—covered territory 15 years. Established trade. Address Box M-1, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Positions Wanted

POSITION WANTED AS SALESMAN Metropolitan and Upstate New York Area. Exclusive territory. Builders hardware or hand tools or paint and specialties. Address Box M-33, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALES EXECUTIVE NOW AVAILABLE TO BUILD Pacific Coast Distribution for reliable manufacturer. Ability build trade or industrial sales, national accounts. Can train men, full time assignment preferred, but open to consider your proposition if good, as representative or drop-shipment jobber. Address Box 568, Alhambra, California.

Business Opportunities

SURPLUS TOOLS AND HARDWARE AT BARGAIN PRICES
SOLD IN SMALL OR LARGE QUANTITIES—WRITE TO
MAC WINNIG
153 FRANKLIN ST. NEW YORK 13, N. Y.
FOR SURPLUS LIST—OR CALL BE 3-7364-5

Business Opportunities

WANT TO BUY A SMALL TOWN OR SUBURBAN HARDWARE STORE grossing 50,000 to 100,000 dollars per year. The location is immaterial as long as it is in a pleasant and progressive community. G. H. Ingersoll, 16509 Westdale Avenue, Cleveland, Ohio.

FOR SALE—GARDEN TOOLS ASSEMBLING PLANT. Consists of tools ready to ship, cut stock, machinery and dies. Pleasant location and reasonable rent. Will sacrifice. Selling reason poor health. If interested and desire to settle in Florida investigate in person. It will pay you. Florida Improved Garden Tools Co., DeLand, Florida.

TOOL AND DIEMAKER, AGE 48, 30 years' experience, references, wants to join an established firm where my ability is an asset; or will consider to start a new shop. I am able to invest up to $4,000.00. What have you to offer? Replies will be strictly confidential. Address Box M-50, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WE WILL PURCHASE FOR CASH
COMPLETE STOCKS & EQUIPMENT OF HARDWARE, HOUSEWARES, PAINT STORES, BUILDING MATERIAL & PLUMBING SUPPLY HOUSES
Write Us What You Have To Offer
MILTON SUPPLY COMPANY
U. S. ROUTE #1 OXFORD, PA.
No Stock Too Large Or Too Small.

FOR SALE
Well established wholesale hardware jobbing business in city with over 50,000 population. The only strictly wholesale hardware business in the city. Located on good railroad siding. Own property. Operating in Eastern Carolinas. Well stocked with quality merchandise, doing a nice volume of business, opportunities unlimited. Write for particulars to
Box L-574, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

WANTED
6—8—10—16—20 Pennie Common Nails.
4—6—8—10 Pennie Finish Nails.
1¼ Blue Plaster Board Nails.
¾"—1"—1¼"—1½" Galvanized Pipe.
6 Foot Folding Wood Rulers.
Write Price and Amount Available to
GERSITZ HARDWARE & SUPPLY CO.
901 Kensington Ave. Buffalo 15, N. Y.

Keep In Touch With The "OPPORTUNITIES" In The Trade—

Hardware manufacturers, manufacturers' agents, jobbers, jobbers salesmen, retailers and retail salesmen all use the medium that covers and contacts the hardware trade most thoroughly—Hardware Age. They know that

There Are Many Business Opportunities In The Classified Section

of this widely read trade publication. Hardware Age has been the recognized leader for bringing buyer and seller, employer and employee together for many years. Use it and see if results do not justify every claim.

HARDWARE AGE, (Classified Opportunities Dept.) **100 East 42nd St., New York 17, N. Y.**

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Classified Opportunities Section...

Business Opportunities

FOR SALE — HARDWARE STORE LOCATED IN GOOD TRADING AREA doing a business of $120,000.00 a year. Will invoice $40,000.00. Will sell for $30,000.00, or will invoice. Address Box M-23, care of Hardware Age, 100 East 42nd St., New York 17, N. Y.

WILL MARKET YOUR PRODUCT
EXCLUSIVE WORLD-WIDE DISTRIBUTION

Will negotiate with responsible manufacturer only making complete product which must be new, unexploited and in popular price field. We are financially sound company selling 25 years, top-notch hardware, electrical, radio, mill supply jobbers, chain & dept. stores; also large export sales. We buy for own account, assume responsibility sales, billing and shipping. Will not deal with inventors or distributors; must be actual manufacturer only. Send literature with full details only; do not send samples.
Ad-Art Co., 267 Atlantic Avenue, Boston, Mass.

Business Opportunities

FOR SALE—DEPENDABLE SERVICE BY THE ONE C. W. (CLIFF) ALLEY—Experienced. Bringing Together Buyers and Sellers of Retail Businesses, hardware, appliances, farm equipment and lumber. If you want to sell, ask for our Listing For Sale Proposal and reasonable terms. Prospective buyers, afforded full information regards businesses listed with us for sale and Free of Charge, upon inquiry. Territory Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, New Mexico, Oklahoma and Texas. Let us serve you. Alley Listing & Sales Agency, 307 Central Building, Wichita, Kansas.

NEW ELECTRIC MOTORS
Available
WE HAVE THE MOTORS YOU NEED.
ONE OF THE LARGEST
STOCKS OF ELECTRIC MOTORS.
ALL SIZES — ALL MAKES.
Allis-Chalmers, Westinghouse, G.E., Century, Jack & Heints, etc. Limited supply. Prices on request.
ALBIN MACHINE CO.
22 W. 25th Street, New York City. WA 9-3407

Business Opportunities

MISCELLANEOUS WANTED. 2.5 OD NYLON MARQUISETTE SCREENING. Send sample, state quantity available and price to Sterling Supply Corporation, #1 Porter Street, Philadelphia 48, Pa.

SWISS PATENT
Electric Hotwater Tap

of new construction, inexpensive in production. This patent is filed in USA and the utilization of it for USA is for sale.

Address Box M-31, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

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The most complete and authoritative list of

WHOLESALE HARDWARE HOUSES

We have yet published

INDISPENSABLE for contacting the Wholesale Hardware Houses in the United States and Canada. GIVES THEIR NAMES AND ADDRESSES—CAPITALIZATIONS—LINES HANDLED—TERRITORIES COVERED—NUMBER OF MEN TRAVELLED — WHEN THE BUSINESSES WERE ESTABLISHED—AND THE NAMES OF THE OFFICIALS AND BUYERS.

OBVIOUSLY useful information for calling on Jobbers—in making credit arrangements and in Direct Mail Sales Promotion Advertising.

IT ALSO CONTAINS SEPARATE LISTS OF MILL SUPPLY DISTRIBUTORS — PLUMBERS' AND TINNERS' SUPPLIES JOBBERS—MANUFACTURERS' AGENTS — HARDWARE CHAIN STORES — HARDWARE ASSOCIATION LISTS.

These lists are needed by all who sell through Hardware Channels

Price is $15.00 a copy—*REMITTANCE WITH ORDER*

HARDWARE AGE VERIFIED LIST

100 EAST 42nd STREET, NEW YORK 17, N. Y.

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IT AERATES!



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"CONVERTS YOUR HOSE TO A LAWN SPRINKLER"

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BAIT CASTING LINE



Smoother . . . stronger . . . smaller diameter . . . and unaffected by salt water! Carefully made by a Norwich special process—in nine tests from 9 to 50 pounds.

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LINE COMPANY, Inc.
The Line of Champions
NORWICH, N.Y.

Genuine DOMES of SILENCE
SLIDE SILENTLY - SOFTLY - SMOOTHLY

50c SET - 15c SET - 10c SET

SAVE FURNITURE & FLOORS - CREATE QUIET

Name "Domes of Silence" on each genuine Glide.

4 TO A SET



Domes of Silence
Rubber Cushion Glides

For Tile, Marble, Cement and Bathroom Floors. Noiseless. Sizes for metal beds, wood beds, large chairs and all furniture.

Ask your Jobber. If he is not supplied write to
DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

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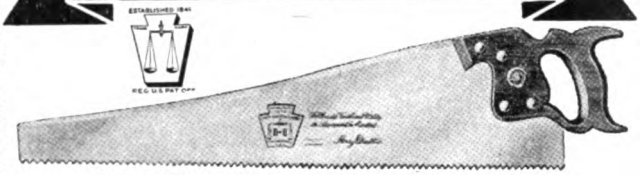


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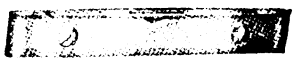


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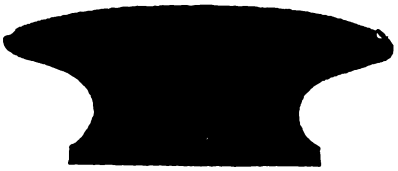
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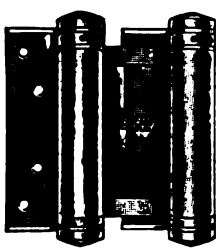
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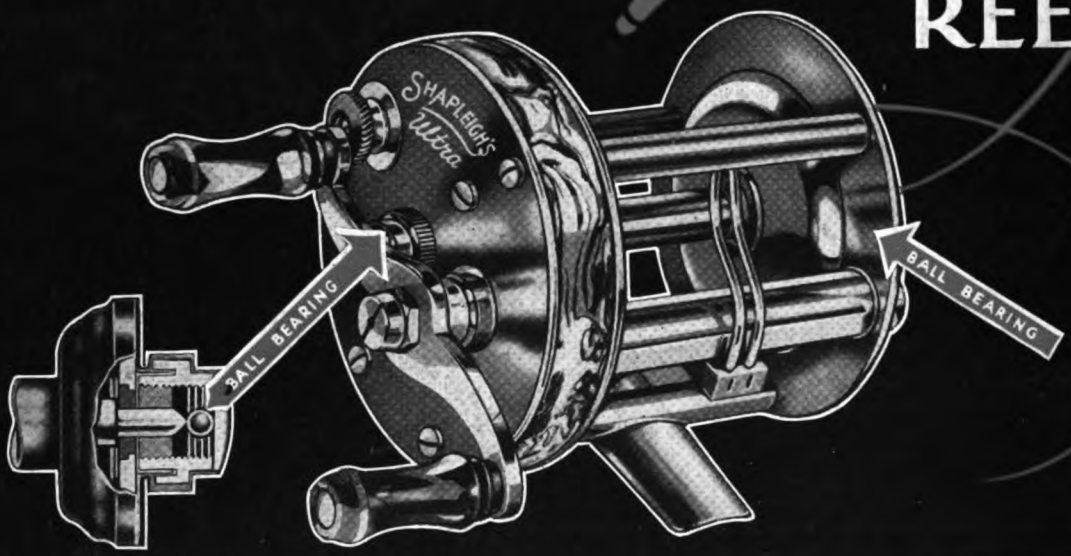
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